

## Crown Gaming México announces new Commercial Director

*Crown Gaming México, the Mexican unit of international gaming technology group NOVOMATIC, has appointed Enrique Manjarrez, who has been in the gaming industry for almost 20 years, as its new local Head of Sales & Operations.*

**Gumpoldskirchen/Mexico City, July 19, 2023** – Mexican-born Enrique Manjarrez has recently joined NOVOMATIC Group subsidiary Crown Gaming México as Sales and Operations Director. Manjarrez comes with many years of gaming industry and sales management experience, having worked as Sales & Product Director at gaming developer Aurify Gaming as well as commercial director with operators GI Euromex and Sunny Group of Companies, among others. He has core competencies ranging from sales and business development, pricing strategies, product launches to the launch of new casino locations.

With a degree in International Relations from the Universidad de las Américas Puebla (UDLAP) in Mexico, Manjarrez will bring his in-depth knowledge of the Mexican market, management skills and strategic focus to NOVOMATIC locally and internationally with extensive commitment in his new role as Sales and Operations Director.

“I am excited to be part of one of the largest gaming technology companies in the world. NOVOMATIC is known for first-class quality products and leading innovations. Being able to work for the global group in my home country and contributing my personal skills, experience and passion makes me optimistic and proud,” said Enrique Manjarrez.

NOVOMATIC VP Global Sales and Product Management Thomas Schmalzer adds: “With Enrique Manjarrez we have gained an experienced sales and operations expert in the NOVOMATIC family. I look forward to our collaboration and to seeing NOVOMATIC continue to leverage the unwavering growth potential in the Mexican market after our more than 20 successful years in the country.”

Christina Schwanzer, Supervisory Board Crown Gaming Mexico and Director Global Transport & Trade Management NOVOMATIC AG, adds: “We are delighted to have won such an experienced gaming professional to spearhead our local sales and operations activities in Mexico. Enrique brings his own motivation and expertise to his new role, and I wish him much joy and success in his new assignment.”

### **About NOVOMATIC**

*The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 23,900 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group exports high-tech electronic gaming equipment and solutions to about 100 countries and has locations in about 50 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its about 2,100 plus gaming operations as well as via rental concepts.*

*Through its numerous international subsidiaries, the NOVOMATIC AG Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land-based gaming products and services, management systems and cash management, Online gaming and social gaming solutions as well as sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at [www.novomatic.com](http://www.novomatic.com)*

**For more information please contact:**

Andrea Lehner  
Senior Product Marketing Manager  
NOVOMATIC AG

Mobile: +43 664 40 66 721

Office: +43 2252 606 626

[alehner@novomatic.com](mailto:alehner@novomatic.com)

