

Casino.org Press Kit: Staff Biographies [PDF]

David Sheldon

Job: Casino.org Founder and Industry Expert

Industry Expertise: Industry Trends, Betting Markets, Casino History, Casino.org Site Information, Affiliates

Joined Us In: 2001

Email: david.sheldon@casino.org

Favorite game: European Blackjack

Bio: A teenage obsession with blackjack in David's native New Jersey fueled a professional interest in gambling industry trends and players' needs. He built a portfolio of online forums and magazines, covering everything from game strategies and bonuses, to legislative changes. However his main passion and drive was the idea of having an independent space for players like himself to access this information.

In 2001, he joined Warren Eugene's pioneering site Casino.org to help steer its transformation towards something revolutionary, to become a brand with much more sustenance for the players.

Onsite he champions innovation and continues to build a team of experts and seasoned players offering up-to-the-minute reviews of hundreds of casinos. When he has a moment to relax, David goes fishing – just like casino games, he reckons both luck and strategy are key to success!

Katie Barlowe

Job: Head of Casino Game Quality Assurance

Industry Expertise: Game Functionality, International Casinos, Game Quality Control, Blacklisted Casinos, Game Testing Methods, Croupiers

Joined Casino.org: 2001

Email: katie.barlowe@casino.org

Favorite Game: Blackjack Switch

Bio: Katie has been with us since 2001, turning her talents from the croupier's table to a Casino.org office desk. As a grad student she worked weekends in an Atlantic City casino, going on to become a full-time industry expert! She's always up to date with eCOGRA and GLI testing standards, giving her a methodical edge to understanding great gaming software.

At HQ she leads the Casino Game Quality Assurance Team, who are instrumental in the review process. However, her passion for travel means she is frequently abroad hunting down the best casinos on the planet. When she isn't jet setting, Katie lives in Florida with her husband and her dog, Bella.

Kevin Horridge

Job: Head of Casino Security Checks and Banking

Industry Expertise: Banking Methods, Online Casino History, Privacy, Cybersecurity, Scams, Encryption Software, Casino Security Technology

Joined Casino.org: 2001

Email: kevin.horridge@casino.org

Favorite Game: Pai Gow Poker

Bio: Kevin is nothing short of a cybersecurity genius. Before joining us in 2001, he worked at the forefront of online banking as it took off in the 80s. Holding degrees in both Information and Computer Sciences, his career path eventually led to the fascinating world of casino and gambling security. His team apply the most rigorous casino security testing methods, devised by Mr. Horridge himself, before we even consider recommending them to you.

Kevin now resides in Oxfordshire, having spent most of his career working in London. This high-flying expert still manages to keep things down to earth, growing his own vegetables and being the proud owner of two chickens.

Richard Nash

Job: Head of Casino Regulations and Compliance

Industry Expertise: International Gambling Regulations & Regulators, Casino/Gaming Law, Famous Cases of Cheating, History of Gambling

Joined Casino.org: 2001

Email: richard.nash@casino.org

Favorite Game: Caribbean Stud Poker

Bio: Richard's time in law school was very well spent, as he not only excelled academically but met his wife-to-be, Susie. He was a gaming law giant, working in a California firm until giving up to pursue a more flexible career after his twin boys were born. His law expertise is welcome here – he has encyclopedic knowledge of famous casino cases and has led our Casino Regulations and Compliance Team since 2001.

This team of global experts meticulously research every casino according to the latest regulations. They also keep a sharp eye on any casinos breaching a compliance issue. Richard works from home in Marin County, CA, occasionally visiting the office with homemade cookies in tow!

Rose McDonald

Job: Head of Player Experience Ratings

Industry Expertise: Customer Service and Support, Gameplay, User Journey, Player Satisfaction, Payouts, Sign-up, Live Chat, Player FAQs

Joined Casino.org: 2003

Email: rose.mcdonald@casino.org

Favorite Game: Wheel of Fortune Slots

Bio: While studying for her psychology degree, Rose worked on bank customer service phonelines in her native Cork. Having become a department manager after years on the phones, Rose knows every intricacy of customer support and experience. She previously won an industry Gold Award for Customer Service, and wants this level of excellence from every casino her team investigates.

She has led the Player Experience Ratings Team since 2003, a year after accomplishing her dream of sailing the Atlantic. When using any casino, you can rest assured that Rose has gone through the player journey beforehand. She expects to see a smooth sign-up, login and cashout, sophisticated software, and top customer service.

Samantha Beckett

Job: Head of Bonus and Promo Evaluation

Industry Expertise: Welcome Bonuses, Casino Promotions, Terms & Conditions of Bonuses, Prizes and Rewards, Loyalty Programs, Freebies

Joined Casino.org: 2015

Email: samantha.beckett@casino.org

Favorite Game: Avalon II Slots

Bio: Samantha's creative mind means she knows what grabs a customer's attention, whether in a casino or on the shelf. Her varied background ranges from designing slots game visuals for her art school portfolio, to studying digital marketing. Though she applied to be in our marketing team, her skill in pursuing freebies was a force to be reckoned with. She became Head of Bonus and Promotion Evaluation in 2015.

Nobody in the Casino.org office misses a promo with Samantha around! Simply put, she is a self-confessed bargain hunter, and her diverse skillset can only be outshone

by her passion for casinos. Her team hunt down offers as well as decoding complex terms and conditions.

Kristin McAdams

Job: Head of Video Reviews

Industry Expertise: Land-Based Casinos, Macau Casinos, Gambling in Asia, Luxury Casinos, Casinos Onscreen, Casino Advertising and Marketing

Joined Casino.org: 2010

Email: kristin.mcadams@casino.org

Favorite Game: Sic Bo

Bio: Kristin's history of working onscreen made her perfect to lead our Video Reviews Team in 2010. She became a TV runner straight after getting her Media Studies degree in New York, ending up as a producer on a US teleshopping channel for three years. When her fiancé took up a job at the University of Macau, she visited frequently and got a taste of the Macau lifestyle.

The teleshopping network went bust, but Kristin's interest in casinos did not. She wanted to do nothing but talk about them – lucky for us! She directs and produces video reviews, including her own appearances. Her enthusiasm and passion radiate from every review she presents and oversees.

Anthony J. Collins

Job: Market Expert, US Sports

Industry Expertise: Basketball, Baseball, NFL, Hockey, Sports Betting and Odds, History of US Sport, Rising Stars in Sport, College Football

Joined Casino.org: 2007

Email: anthony.collins@casino.org

Favorite Game: Baccarat

Bio: Our man on the pulse of the USA's biggest sports is Anthony. Born and bred in Philadelphia, he freelanced for us while working in investment analysis, coming on board fully in 2007. A football prodigy, he studied Mathematics on a sports scholarship until a shoulder injury took him off the field permanently. Refusing to leave the sporting world behind, Anthony dedicates his time and passion to knowing everything about the market.

As well as contributing expertise and writing articles, he studies odds for his favorite sports. He travels across the states to watch as many big games as possible, which is convenient for his daughter who is a huge Dodgers baseball fan.

Kenny Shang

Job: Game Expert, Video Poker

Industry Expertise: Video Poker Game Variants, Video Poker Odds, eSports, Draw Poker, Mobile Gaming, Video Games

Joined Casino.org: 2008

Email: kenny.shang@casino.org

Favorite Game: Jokers Wild Video Poker

Bio: Kenny has been with us since 2008 – this Seattle computer whizz knows the ins and outs of video poker. His talent for stats and patterns led him to working in Australia for two years, creating probability computer models. Though he was always a card game strategy fanatic, he first tried video poker at his bachelor party in Vegas. He won huge on Jokers Wild, just in time for the wedding!

Kenny has written many articles focusing on advancements in mobile gaming. After teaching his dad to play video poker on his tablet, beating their high scores has become a shared pastime. Kenny is also into eSports, blogging about championships and attending live events.

Isabella de Souza

Job: Game Expert, Poker

Industry Expertise: Online Poker, Poker Variants, Freeroll Tournaments, Poker Strategy, Poker News, Professional and Amateur Poker

Joined Casino.org: 2016

Email: isabella.desouza@casino.org

Favorite Game: Texas Hold'em Poker

Bio: Isabella moved from São Paulo to Florida to help get her sister's fashion label off the ground. As their apartment was far from the city, Isabella spent her free time online and discovered her flair for poker. Her online poker moniker earned her a huge reputation and bankroll, before joining us in 2016 as resident expert.

This shark had the unusual experience of learning in the digital realm before playing live, meaning her knowledge of online casinos is extensive. For five years she has run a poker tournament from the basement of her sister's Miami store. Isabella wants to see more women enter the poker elite, privately coaching rising stars looking to go professional.

J.M. Gola

Job: Game Expert, Roulette

Industry Expertise: Roulette Variants, Roulette Strategy, Roulette Odds, Casinos of Europe, Casino Restaurants, Luxury Casinos

Joined Casino.org: 2004

Email: jm.gola@casino.org

Favorite game: Multi-Wheel Roulette

Bio: For 10 years Mr. Gola was a chef in Monaco's finest restaurants. When his shifts ended, he hit the casinos, finding a hunger for the roulette table. After owning a

successful restaurant in Marseille, his daughter took over and he joined Casino.org in 2004 to pursue his passion. He loves French roulette more than French cuisine – not only reviewing games but contributing to strategy guides.

This roulette aficionado stays discreet nowadays, after retiring from high stake games. In one Italian casino, he holds the title of largest ever roulette prize winner. Since retiring, he explores new games online, with a particular interest in odds of games like multi-wheel roulette.

Josh Novak

Job: Expert, Gambling Odds

Industry Expertise: Betting Odds, Bet Types, Casino Game Odds, House Edge, Probabilities, Greyhound Racing, Casino and Gambling Statistics

Joined Casino.org: 2005

Email: josh.novak@casino.org

Favorite Game: Deuces Wild Video Poker

Bio: Josh's expertise has taken him across the US as a consultant for bookmakers, sporting events and independent casino testing. We called Josh in 2005 to advise on some articles but within weeks he was fully on board contributing to our guidance and research.

He learnt about odds during hot Texan evenings at the racetrack with his grandfather (a greyhound racing enthusiast and owner of six competing dogs). Josh has a mathematical mind and nurtured this in his Ivy League studies. He can reel off stats about returns and house edges for anything you can gamble on! When he isn't busy thinking about numbers, he shares an NYC apartment with Mica, his rescue greyhound.

Maggie Sothern

Job: Game Expert, Blackjack

Industry Expertise: Online Blackjack, Card Counting, Casino Surveillance, Blackjack Variants, Blackjack Strategies, Baccarat, Dealer Etiquette

Joined Casino.org: 2002

Email: maggie.southern@casino.org

Favorite Game: Blackjack Surrender

Bio: Maggie has experienced blackjack from all sides of the table - from a Calgary estate agent with a pastime, to a player, to a dealer, then eventually an undercover casino monitor. Her personal record in one Vegas casino was catching 48 card counters in 1995. Nowadays she prefers educating rather than being on the frontline – training staff and writing detection guides used in casinos globally.

She joined us 2002, we have always been in awe of her blackjack knowledge. Aside from her favorite game, she is keen on jazz music and DIY. Maggie and her partner have spent the past year renovating a barn in Connecticut, their third renovation project to date.

Mary Hertford

Job: Game Expert, Slots

Industry Expertise: Online Slots, Slots Game Types, Slot Machines, Slots Game History, Mobile Slots, Free Spins, Slots Strategies

Joined Casino.org: 2003

Email: mary.hertford@casino.org

Favorite Game: Mega Moolah Slots

Bio: Mary's nickname at our office is Mary Queen of Slots, care to hazard a guess why? She became our expert in 2003, having played for years in casinos and online. Her father was a pub landlord, meaning Mary took to slots from a young age. With a

career in journalism, her skills for sniffing out stories are just as relevant to hunting down free spins and slots bonuses.

Mary rates games based on visual experience just as much as the potential payout. Her current obsession is investigating the best mobile slots games. As she splits her time between London and Glasgow, Mary often indulges in a few spins on mobile slots while traveling.

Neil Meyer

Job: Market Expert, Casinos

Industry Expertise: Casino Regulations, Game Catalogues, Online v. Land-Based Casino Markets, Casino Management, Casino Resorts

Joined Casino.org: 2002

Email: neil.meyer@casino.org

Favorite game: Craps

Bio: Having spent over 16 years sharing in-depth knowledge of casinos with our team and readers, Neil's expertise is legendary. He started his gambling industry career in the 80s, as a London casino pit manager. His time with us since 2002 has seen him write and advise on countless articles, as well as providing extensive insight on casino gameplay.

Neil now lives in Colorado with his wife and daughter. His family are huge skiing fans, spending most of their time in the Rockies. Neil hates snow sports, but loves living in the great outdoors after all his time spent watching nature documentaries from a tiny flat in the metropolis of London.

Tom Pearson

Job: Market Expert, Sports

Industry Expertise: Soccer, Boxing, MMA, Horse Racing, Tennis, Online Sportsbooks, English Football Leagues, European Football, Betting Shops

Joined Casino.org: 2008

Email: tom.pearson@casino.org

Favorite Game: American Roulette

Bio: Tom is one of our go-to guys for sports, with a big focus on soccer, boxing, MMA, tennis and horse racing. After graduating from university with a degree in English (and leaving his position of university soccer team captain), he gained extensive experience as a freelancer on various sports blogs until joining our team in 2008 as a Market Expert.

While freelancing, Tom worked seven years in a Durham betting shop when he wasn't writing, which meant he had the perfect excuse to analyze every game of his beloved Manchester City. At Casino.org, he contributes regularly to our blog and is always keen to offer his professional insight into the sports betting industry.

Philip Conneller

Job: Senior Reporter, News, UK Bureau

Reporting Beats: Global and Tribal Gaming, Casino Business, International Crime, UK Gaming

Joined Casino.org: 2013

Email: philip.conneller@casino.org

Bio: Philip's background as features editor for *Bluff US* and as editor for *Bluff Europe* (which he helped launch) – along with his extensive reporting for major industry news sites, including *iGaming Business* and *eGaming Review* – have served him well since joining Casino.org in 2013, where he covers UK, EU, and US gaming.

His world travels bring extra depth to his understanding of the global gaming industry, from Las Vegas to Macau and beyond. Besides news writing, he has

previously done high-profile PR for sports-betting notables. He lives outside of London with his wife and children.

Devin O'Connor

Job: Senior Reporter, News, US/East Coast Bureau

Reporting Beats: Gaming Legislation and Politics, Casino Business, Gaming Financials, Entertainment.

Joined Casino.org: 2014

Email: devin.oconnor@casino.org

Bio: Devin O'Connor's passion for politics – along with his television production background – give him insight into the gaming industry backstories that often drive news these days.

After graduating from Penn State University, Devin worked at MTV Networks/Viacom from 2005 to 2010 as a writer and producer, where his credits included *Total Request Live* and a special featuring poker superstar Daniel Negreanu. He then went on to the HGTV/DIY Network, where he created, wrote, and produced series specials, including *That's So 80s* and *That's So 90s*.

Devin joined Casino.org in 2014. An avid marathoner with 15 races completed to date, he lives in Pennsylvania.

Ed Silverstein

Job: Senior Reporter, News, US/East Coast Bureau/Legal

Reporting Beats: Gaming Law, Legislation, Tribal Gaming, Crime

Joined Casino.org: 2019

Email: ed.silverstein@casino.org

Bio: An award-winning journalist with credits ranging from the Associated Press to American Lawyer Media, Ed came to Casino.org in 2019 with decades of legal writing.

His past credits include news stories for Cowles Business Media, Columbia University Press, *The Connecticut Post*, and Southern Connecticut Newspapers. Besides the law and its application to the gaming industry, Ed's areas of expertise span business, courts, politics, education, and state and local government.

With an undergraduate degree from the University of Connecticut (the state he lives in now), and Master's degrees from Harvard and Yale, Ed's professional awards include recognition from the New England Press Association and New England AP News Executives.

Cort Smith

Job: Reporter, News, North American Bureau

Reporting Beats: Sports and Sports Betting, Legislation, Global Casino Business, Canadian Gaming Industry

Joined Casino.org: 2018

Email: cort.smith@casino.org

Bio: Cort joined Casino.org in 2018, coming in with a strong background in broadcast media that included six years as an anchor and reporter – as well as producer – for Canada's Global News Network.

A Vancouver native, Cort is an avid football and fantasy football fan – along with sports betting analysis for The Action Network, his work has also been featured on fantasy analytics sites.

Cort's passion for travel has taken him all over Asia, Europe, and Australia, where he can often be found playing poker. A hardcore fan of the Edmonton Oilers and Denver Broncos, he spends his downtime playing guitar and fly fishing.

Paul Taylor

Job: Head of Marketing

Industry Expertise: Gaming and Casino News, Sports Betting, Motorsports, Cars, F1, Cricket, Casino Marketing Campaigns

Joined Casino.org: 2014

Email: paul.taylor@casino.org

Bio: Paul has fronted marketing teams in various sectors, from charities to supermarkets and even starting his own business, but his passion for the betting industry led him to us in 2014. A self-confessed petrolhead, Paul is obsessed with watching motorsports and is looking forward to the day he can teach his daughters to drive. He lives in south London but originally hails from Leeds, where he also studied Business Management.

At Casino.org, he is constantly spurring on his team's creative streak whenever they're on the trail of a new campaign – Paul loves throwing ideas down on flipcharts and whiteboards! He is often out at conferences and events, promoting the brand globally.

Lisa Bennett

Job: Marketing Executive and Press Officer

Industry Expertise: Casino Public Relations, UK Media, Casino Journalism, Casino Market Data

Joined Casino.org: 2016

Email: lisa.bennett@casino.org

Bio: Lisa comes from the Isle of Man, where she grew up on a farm – a far cry from the high-flying city life she leads now! She went against the grain by moving to

London to pursue a career in PR at a casino after college, and her success meant that she was extremely well equipped by the time she joined us in 2016.

Lisa is also our dedicated Press Officer, handling all media enquiries and press releases with her excellent organizational skills and attention to detail. Another part of her job involves research and market data, her sharp eye once again being a huge benefit to the work she does here at Casino.org.

Anna West

Job: Marketing Executive

Industry Expertise: International Sports Market, Live Events, Entertainment, Poker Events, Online Casino Market

Joined Casino.org: 2017

Email: anna.west@casino.org

Bio: One of Anna's top responsibilities in the Marketing Team is devising the amazing competitions which we run across Casino.org, securing you tickets to top events as prizes! She is very well connected in the industry, having not only been a sports promoter and venue director in Los Angeles, but her boyfriend was formerly a professional poker player.

Her network of contacts is a brilliant asset for us – Anna can get interviews with huge names in poker, sport and casinos. She carries these out with a confident air, gathering content and research that contributes to her understanding of the market, and the players.
