



Ulrik Bengtsson

Ulrik Bengtsson has been appointed CEO designate of William Hill as from 5 September 2019 and he will assume full CEO responsibilities on 30 September when Philip Bowcock steps down.

Ulrik joined William Hill in April 2018 as Chief Digital Officer, with oversight of the Online business, together with global data, brand, marketing and customer service. He was previously President and CEO of Betsson AB, a gaming company listed on the Nasdaq Stockholm Large Cap list.

Ulrik's background

- 2018** William Hill – Chief Digital Officer
- 2012-2017** Betsson AB – President and CEO
Betsson Malta – CEO
- 2004-2011** Viasat Broadcasting – CEO, Pay TV Emerging Markets, UK;
CEO, Stockholm, Sweden
- 2001-2004** Telenor Mobile – Deputy CEO

Ulrik was educated at Dalhousie University in Halifax, Canada.

He speaks Swedish, English, Danish, Norwegian and German.

Roger Devlin, Chairman, commented:

“The Board is pleased to appoint Ulrik to the role. Having overseen the Group’s digital operations for 18 months, he knows the business well and is ideally suited to lead our next phase of growth. Ulrik has deep understanding in digital and has the international and sector experience we need to deliver on our strategy. His appointment will provide continuity, stability and digital leadership as we deliver on the strategy we have set.”

Ulrik Bengtsson said:

“I am delighted to be taking on the CEO role at such an exciting time for William Hill and look forward to working with the team to deliver our strategy. We have a great opportunity to build William Hill as a digital and international business by driving Online growth in the UK and internationally, growing a scale US business, remodelling Retail and delivering our Nobody Harmed ambition.”

