



## Personal Profile



**Marko Hurme**

***Finland***

Treasurer

Vice President, Casinos and Racetracks

Veikkaus

Marko Hurme has worked in the casino industry for over 7 years. He is Vice President, Casinos and Racetracks at Veikkaus Oy. Veikkaus Oy started its operations on 1 January 2017 following the merger of three previous Finnish gaming operators Fintoto, RAY and Veikkaus. The new Veikkaus has a unique position: it holds the exclusive right to operate all gambling in Finland.

Marko joined RAY in December 2010. Prior to his present post he worked for six years as Casino Director at RAY's Casino Helsinki. Today his responsibilities cover operating Veikkaus' casino business (incl. Feel Vegas) and race tracks all over Finland. He is also responsible for educating the land-based staff and events for all of Veikkaus' channels. A second Veikkaus Casino will be opened in 2021 in Tampere.

All these years, Marko has been an active member of the ECA and since 2012, is also a member of the Events and Education Working Group. In 2018 he was elected as Treasurer of the ECA.

Marko has a wide knowledge of omnichannel solutions and different forms of gaming. He has developed experience and sociability-oriented concepts at both casinos and gaming arcades. He holds the degrees of MSc and Executive MBA.

**European Casino Association**

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