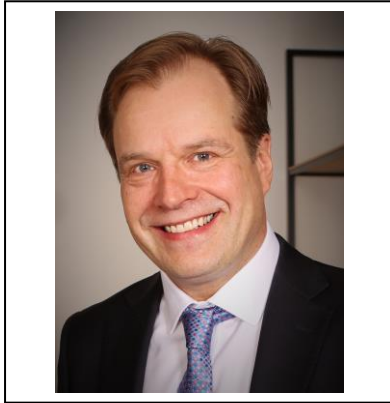




## Personal Profile



**Jari Heino**

***Finland***

ECA Board member

Senior Vice President, Channels and Sales

Veikkaus

Senior Vice President with a strong international leadership experience in retail and consumer goods industries. Joined the casino industry in October 2018.

Business responsibility of Veikkaus' casinos, gaming arcades, race tracks, retail sales, point of sales services and logistics. Leadership responsibility of Veikkaus Point of Sales organization with almost 1000 people. Member of Executive Team of Veikkaus. Reports into President and CEO of Veikkaus.

**European Casino Association**

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