

## Kristof Fahy: The New Ladbrokes Chief Marketing Officer

Written by News Feature

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UK-based gambling company Ladbrokes has announced that Kristof Fahy has joined their company as the new Chief Marketing Officer and he will be in charge of all brands, marketing and other related activities both Retail operations and Ladbrokes' digital.

Before Fahy joined the company, he was the Chief Executive at the Telegraph Media Group as well as at the William Hill PLC who is Ladbrokes' rival.

Fahy has said in a statement that he's really happy to be joining Ladbrokes at an exciting time for the company and he's looking forward to developing that strong brand with their marketing, advertising and sponsorship activities. According to him, marketing is key to Ladbrokes CEO Jim Mullen's strategy for the company and that they now have a number of opportunities to showcase the enthusiasm their brand brings to sport.

Fahy also stated that he is determined to deploy their skills, expertise and brand strength in the segments and sports where consumers are most active. This is why they plan to work with sports that are open to and fully understand the value of what their company offers. You can click [Crazy Vegas™ Online Casino | The Best Online Casino](#) for online games.

Ladbrokes' CEO Jim Mullen said that Fahy is an excellent addition to the company at a crucial time for the gambling company. With Fahy as the new Chief Marketing Officer, the Ladbrokes brand will most certainly be seen in many places in future.

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