mindway AI

**Mindway AI Welcomes Yardena Almagor as Customer Success Manager to Drive Client Relationships and Enhance Customer Experience**

Mindway AI, the leading Danish RegTech company specialising in responsible gambling technologies, is delighted to announce the appointment of Yardena Almagor as Customer Success Manager, based in their London office. With over 15 years of experience in the gambling industry and a most recently a robust position as Head of Player Safety at evoke, Yardena is set to be a pivotal force in the growth and success of Mindway AI's client relationships.

Yardena Almagor joins Mindway AI at a time of rapid company expansion, bringing with her an impressive repertoire of experience and expertise. Her role at evoke involved leading the development and implementation of comprehensive safer gambling strategies, ensuring alignment with regulatory standards and a steadfast commitment to customer protection. Yardena's proactive, customer-focused approach, combined with her excellent communication skills, makes her an integral addition to the team as the company continues to scale operations across the globe.

Rasmus Kjaergaard, CEO of Mindway AI, expressed his excitement about the new appointment, stating, "Bringing Yardena on board marks a significant step for Mindway AI as we continue to bolster our capabilities in client success. Yardena's extensive industry knowledge and dedicated approach to player safety truly aligns with our mission of providing unparalleled player protection. We are confident that her contributions will enhance our clients' experience and satisfaction, driving our continued success"

Yardena Almagor sees her new role as a unique opportunity to leverage her deep understanding of operator challenges and regulatory nuances. "I've been familiar with the Mindway team and their product for several years, and I truly believe we offer the best safer gambling solution on the market. After 15 years working on the operator side, I'm excited to bring my knowledge and experience to support our customers in achieving their goals, not only meeting regulatory requirements, but also driving commercial success" Yardena commented.

Mindway AI, headquartered in Aarhus, Denmark, is revered for its science-based tech solutions that detect at-risk and problem gambling behaviours earlier, more accurately and at a larger scale than conventional methods. By integrating insights from neuroscience with state-of-the-art AI technology, Mindway AI's solutions including GameScanner and Gamalyze provide comprehensive assessments, safeguarding player experiences across more than 64 jurisdictions and counting.

You can reach Yardena at Yardena@mindway.ai

**For more information, please contact:**
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**About Mindway AI**
*Mindway AI is a Danish award-winning software company that creates innovative and advanced tech solutions for fully automatic detection and monitoring of at-risk and problem gambling behavior. Based on neuroscience and artificial intelligence, Mindway AI works with gambling operators, platform providers, regulators, and governments to supply state-of-the-art early detection and intervention solutions to enhance player protection. Mindway AI has established a strong global presence and is rapidly expanding into new markets, with solutions live in over 64 jurisdictions, including the US, UK, Brazil, Australia, and Malta. At present, Mindway AI's solutions detect more than 9.2 million active players monthly and is translated into 14 different languages. Better Collective A/S is a majority shareholder of Mindway AI.*

*Mindway AI's solutions:*

- *GameScanner: State-of-the-art detection software based on the combination of AI and human expert assessment. A "Virtual Psychologist" providing individualized and earlier detection of at-risk or problematic gambling behaviour.*
- *Gamalyze: Neuroscience-based gamified self-test of decision-making when gambling. More engaging, proactive, and actionable than typical self-test questionnaires.*

*For more information, go to www.mindway.ai*