



Niamh Gallagher, Marketing Manager, Mindway AI

Casino International's Matt Broughton spoke to Mindway AI's Marketing Manager, Niamh Gallagher, about the fascinating work in progress and how the company is progressing so far in 2025.



Matt Broughton: Could you tell us a little about your industry background and how you came to be Marketing Manager at Mindway AI?

Niamh Gallagher: Back in 2016, I was looking for a new role after working across multiple sectors producing global conferences in industries such as mining, oil and gas, telecoms, shared services and more. This was when I was offered the role of Head of Event Content at EGR Global and stepped into the gambling sector. I was in that role for over 3 years, overseeing the content creation and management of EGR's entire event portfolio, including summits, briefings, awards, webinars and bespoke events. Then, just before lockdown, I was promoted to Group Head of Content, with overall responsibility for not only event content but the online and print editorial product across five brands. That was an interesting time between trying to navigate virtual event tech and covering the ongoing impact Covid-19 restrictions had on the industry. I joined Mindway AI in April 2023 as Marketing Manager, and I remember when I was making the decision when offered the role there were no

"cons" on my list, which is still the case today more than two years later!

MB: What do you look after on a day-to-day basis?

NG: My role is very varied, which I love! On any given day/week I could be planning our events strategy, arranging interviews with various media outlets, running specific email campaigns or deciding what merchandise we need. The list is ongoing and ever-changing; however, this absolutely suits me as I enjoy keeping busy with project management and being able to take a creative outlook while doing so.

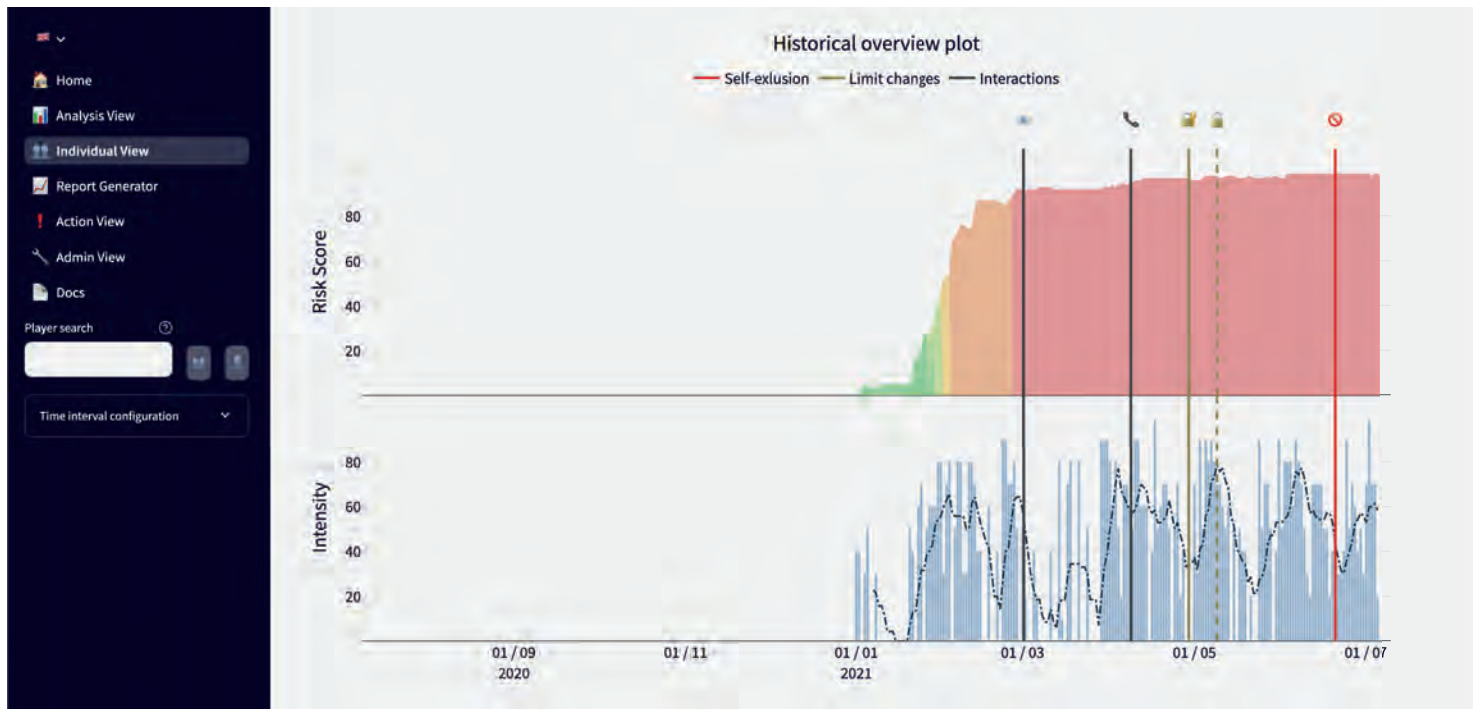
MB: For those not familiar with the company, can you give us the lowdown on Mindway AI?

NG: Mindway AI has a really interesting origin story, which piqued my interest from the get-go. The company started out in 2018 as a spin-out of Aarhus University in Denmark. It was here that Kim Mouridsen, Professor of Neuroscience, recognised significant potential in harnessing neuroscience insights for AI technology to enhance player protection, transforming over a decade of research into safer gambling solutions. Kim is not only the founder of Mindway AI but also a minority owner and a member of our Board. Fast forward to today, and Mindway AI is an award-winning and international software company operating our science-based solutions in more than 39 countries and reaching more than 9.2 million active players per month around the world.

MB: How has the company and business changed over the last couple of years?

NG: In my time here, I've seen rapid changes in a relatively short period of time. When I joined, our solutions were live in 23 countries with just shy of 7million active players detected monthly. Today we are in 39 countries and monitoring 9.2million active players monthly as I write this, but very soon to increase. We now boast 32 industry award wins since our inception, and some R&D in recent years has included an advanced single view of customer solution, updated reporting





capabilities, including comprehensive data visualisations and multi-language support. Last but certainly not least, we have announced some amazing new partnerships over the past few years, including the likes of Evoke, Hellenic Gaming Commission, Interwetten, Amazon Web Services, VBET and Midnite to drop a few names!

MB: Are you finding people are less wary of AI as it becomes a larger part of our lives?

NG: I do think people are becoming more informed now when it comes to AI. It's not just sci-fi/pop culture anymore; so many people use it in their day-to-day lives and to assist them across multiple professions. Comprehensive regulation in the form of the EU AI Act is assisting in putting people's minds at ease that work is being done to respect fundamental rights, ensure safety, but also promote innovation. There are so many amazing use cases of harnessing AI for good beyond the gambling sector for safer gambling. We recently attended the United Nation's AI for Good Summit in Geneva where they showcased AI in areas from health tech to disaster response for example an AI-powered app that measures a child's height from a single smartphone photo that supports early detection of malnutrition and enables better nutrition tracking or a voice-powered device designed to support mothers across Africa through the critical early months of parenting, especially those in rural areas with limited access to information, care, or emotional support.

MB: Can you tell us a little about how Mindway combines AI and human management?

NG: At the heart of our software is the incredible synergy between advanced AI, neuroscientific insights, and, most importantly, our team of human experts. While we use extensive research and sophisticated tech to dive deep into the

biological processes behind gambling behaviours, it's our seasoned team of gambling addiction specialists, researchers, and psychologists who really make the difference. They bring their wealth of experience and a keen eye for detail to the table, meticulously analysing thousands of player gambling patterns. This human touch is what truly drives the innovation and continuous improvement of GameScanner's unique algorithms.

MB: What have been your company's overall goals for 2025 (and how are they progressing)?

NG: We are continually assessing and improving our methods. For instance, earlier this year, we revealed an upgrade to GameScanner called The Enhanced Individual View. This update features dashboard insights, intervention alerts, historical overviews, player logs, and risk and intensity scores. Our goal is to empower our customers with the tools they need to make well-informed decisions and implement personalised interventions based on the available data.

In April, we achieved ISO 27001 Certification for Excellence in Information Security Management. This certification was a significant milestone for the business and shows that we're serious about our ongoing commitment to security, keeping our

clients' information safe and delivering our solutions securely. So far this year, we have forged some amazing strategic alliances, including Midnite and HGC (as previously mentioned) and also SportsBroker, Hommerson and BetComply. On top of this, we announced our provisional associate membership with The European Lotteries (EL). We are eager to be part of a community that shares our dedication to integrity and public welfare, looking forward to both contributing and learning. This collaboration is a crucial step in our mission to deploy innovative, responsible gaming solutions throughout the continent, providing a secure and positive environment for players. We are proud winners of six industry awards this year (so far!), and the team are all in the same mindset to keep the momentum accelerating for the rest of 2025 and beyond.

MB: What are you working on right now?

NG: Right now, I'm planning final details for upcoming events, including KnowNow and SBC Summit Lisbon, including some video footage that we'll be filming onsite in Lisbon. I'm also getting a PR and our website ready for our new Customer Success Manager, who is joining next week. And a whole long list of other things I need to wrap up before I go on annual leave for two weeks later today!

MB: What can we expect to see from Mindway over the next 12 months?

NG: We have some big announcements up our sleeve in the coming months in terms of new partnerships, new team members and R&D. We have also teamed up with Vixio and will be hosting a Breakfast Briefing in London during Safer Gambling Week on 19 November, which we are really excited about and receiving terrific feedback on already. For anyone interested in coming along, they can find more information on our website www.mindway.ai

