

EL Advertising Awards 2025

Meet the jury



RAY BATES, EL HONORARY PRESIDENT AND CHAIRMAN OF THE JURY

Ray is an Honorary President of EL and served as its President for six years. He was Director of the Irish National Lottery from 1988 to 2006. Ray remains active in the lottery world, moderating EL's Corporate University and acting as Chairman for previous editions of the Advertising Awards.



PETER CORIJN, CEO, VUCASTAR (BELGIUM)

A seasoned international executive, Peter is the CEO and founder of VUCASTAR Consulting, bringing global expertise and innovative solutions to the forefront. He is a Senior Fellow at the Conference Board and is expert in leadership and change management. Peter was a Keynote speaker at the EL/WLA Marketing Seminar 2025 in Barcelona.



MARÍA NÚÑEZ, DEPUTY DIRECTOR OF COMMUNICATIONS, CSR AND INSTITUTIONAL RELATIONS AT LOTERÍAS Y APUESTAS DEL ESTADO – SELAE (SPAIN)

A journalist, with more than 10 years of experience in corporate communications, María is lucky enough to work with one of the most admired and popular Christmas draws 'El Gordo'. María is the Chair of the EL Marketing & Communications "Knowledge and Creative Sharing" subgroup and led the creation of the EL Lottery Commercials Library.



OGUZHAN ASLAN, CHIEF MARKETING OFFICER, SISAL ŞANS (TURKEY)

Before joining Sisal Şans in 2022, Oğuzhan assumed various senior management and leadership roles at Gillette, P&G, Mars and Evyap across Turkey, Europe, Middle East and Africa where he built expertise in growing a diverse portfolio of global and regional brands and led award winning achievements. Oğuzhan is a member of the EL Marketing & Communications working group.



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SILVIA SANTOS, MARKETING AND COMMUNICATION DEPUTY DIRECTOR, JOGOS, SANTA CASA (PORTUGAL)

Silvia is passionate about corporate communications & events management, thriving on impactful and cross-functional projects. Over the past 20 years in the gaming sector, Silvia has led numerous corporate campaigns to promote brand awareness, advance diversity, & inclusion, and enhance community well-being. Silvia is a member of the EL Marketing & Communications working group.



GUIDO HANNICH, HEAD OF MARKETING, SÄCHSISCHE LOTTO-GMBH (GERMANY)

Guido combines international expertise with a passion for branding strategy, cultural diversity and corporate design. His career includes leadership roles at SONY and Suzuki. A former BMX pro and world record holder, he unites precision, creativity, and global vision. Guido is a member of the EL Marketing & Communications working group.



LUCY LENAERS MATHIESON, COMMUNICATIONS OFFICER, EL (BELGIUM)

Lucy leads EL's communications strategy and outreach including the coordination of the Association's Marketing and Communications working group. With over 15 years of experience in the non-profit sector in Brussels, Lucy brings extensive experience in strategic communications and stakeholder engagement, with a flair of creativity.



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ADRIAN KOLASINSKI, CHIEF SPECIALIST, DIGITAL MARKETING TEAM, TOTALIZATOR SPORTOWY (POLAND)

Adrian is a senior content marketer and video producer with over 10 years of experience in the creative industry. He combines strategic thinking, storytelling, and influencer marketing to build impactful campaigns. Adrian is a member of the EL Marketing & Communications working group.



DR. KAMELIJA LEVENSKA, DIRECTOR OF COMMUNICATIONS STRATEGY & MARKETING, NATIONAL LOTTERY OF NORTH MACEDONIA

With over 30 years of experience, leading campaigns for NIKE, Gillette, T-Mobile & Intel, and 15 years in the lottery sector, Kamelija brings insights and creative excellence to the jury. Her passion lies in crafting compelling narratives that build lasting brand connections. Kamelija is a member of the EL Marketing & Communications working group.



LAURENCE AUCHERE, HEAD OF STRATEGY (COMMUNICATION, BRAND AND IDENTITY), FDJ UNITED (FRANCE)

As an expert in brand strategy and visual identity, Laurence shapes brand images with precision and consistency as Head of Brand at FDJ UNITED – a sharp eye she now brings to the jury. Laurence is a member of the EL Marketing & Communications working group.



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LAURA FELIZIANI, HEAD OF BRAND CONTENT & CONSUMER ENGAGEMENT, IGT LOTTERY (ITALY)

Laura leads communication strategies for both retail and online lottery brands, including draw-based games and instant lotteries. She oversees the sustainability communication program, engaging players and retailers with a focus on responsible gaming and long-term impact. Laura is also responsible for media planning and SEO activities, ensuring a consistent and effective brand presence across all digital channels. Laura is a member of the EL Marketing and Communications Working Group.



SIMON MUSTER, CEO, MAXOMEDIA (SWITZERLAND)

Simon is an experienced advertising professional with a background at Republica AG and as Brand Manager for Nike Sportswear Switzerland. At Maxomedia, he advanced from Head of Consulting to CEO, emphasising creative brand strategies and marketing automation to deliver integrated digital experiences for leading clients.



RACHEL MOSS, HEAD OF MARKETING STRATEGY, ALLWYN (UK)

Rachel began her career with FMCG brands like Dairylea and Terry's Chocolate Orange. For the past decade, she has worked on the National Lottery brand, now operated by Allwyn. She contributed significantly to its success during the Third Licence and is now involved in the Fourth one. She enjoys helping others succeed through mentoring programs. Rachel is a member of the EL Marketing & Communications working group.



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