

**For Immediate Release**

## **FOCAL'S JAY ROBINSON APPOINTED CHIEF STAKEHOLDER RELATIONS OFFICER**

**Halifax, NS: May 28, 2024**– Focal Research Consultants announced today Jay Robinson's appointment as Chief Stakeholder Relations Officer. As the CSRO, Jay will be responsible for identifying and working with stakeholders to build trust, mitigate risks and align with Focal's values of proactive engagement.

President of Focal Research, Tracy Schrans, said, "On Jay's two-year anniversary with Focal we are pleased to announce they will be assuming the role of CSRO to serve as a bridge between our organisation and stakeholders, ensuring effective communication, engagement, and understanding. We are happy to have Jay represent Focal in this capacity helping us navigate the complex challenges facing the gambling industry while building resilient and responsible business practices and relationships."

"I am looking forward to furthering my role at Focal to actively collaborate with global stakeholders and identifying opportunities that lead to long term sustainability and strategic alignment. Focal's groundbreaking research and player protection solutions are making an impact worldwide in preventing and mitigating gambling harms. I am fortunate to work with such an exceptional team," said Robinson.

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### **About Focal Research Consultants Limited:**

[Focal Research](#), is an award-winning Canadian data analytics company that uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. Focal has worked with stakeholders worldwide for three decades, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

### **About ALeRT BETTOR Protection:**

[ALeRT](#) is a data-driven prevention tool for finding and assisting at-risk gamblers. It is deployed in 400+ gambling venues worldwide and has been actively used for player

protection since 2021. Over the past three years, hundreds of thousands of safer gambling interactions have been delivered for gambling providers in AU, NZ, and the UK with measurable impacts in supporting sustainable gambling.

**For more information:**

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