



Thursday 6 July, 2023

## **GRV welcomes Harshana Hettiarachchi as new GM Customer, Marketing and Commercial**

Greyhound Racing Victoria (GRV) is pleased to announce the appointment of experienced executive Harshana (Hash) Hettiarachchi to the position of *General Manager Customer, Marketing and Commercial*.

Hash will be responsible for developing and driving the industry's customer and commercial strategy aimed at growing the fan base of Victorian greyhound racing, wagering revenue and commercial partnerships and championing the digital customer experience.

Hash joins GRV having held senior executive positions leading product strategy, digital & retail transformation at ASX listed companies including The Lottery Corporation, Tabcorp and Aristocrat Technologies.

His most recent role was as General Manager of Channel Strategy at The Lottery Corporation where he has been responsible for developing and driving the Lotteries and Keno 5 year Channel Strategy, omni-channel enhancements and developing retail customer experience and transformation strategies. Hash has played a fundamental role in Keno's digital transformation and growth, establishing digital and user experience teams and transforming customer experience in a space of time.

GRV Chief Executive, Stuart Laing said the appointment is crucially important for the continued growth and vitality of the sport in Victoria.

"I'm extremely pleased to have an executive with Hash's experience and energy joining the team at GRV.

"The popularity of Greyhound Racing in Victoria has grown enormously over the past few years and Hash will bring unique insights and a new approach to how we continue to drive that positive trajectory.

"Hash will work closely with our Clubs, commercial, wagering and media partners on developing and driving an industry-wide fan and customer growth strategy.

"He will also be focussed on positioning greyhounds as a pet of choice to support rehoming and the Greyhound Adoption Program (GAP)."

Mr Hettiarachchi said: "I am thrilled at the opportunity to join GRV and leverage my expansive experience to support and grow the organisation's strategic goals. I have had the pleasure of meeting a range of personnel from GRV prior to my commencement and look forward to working closely with the passionate people at GRV and the Clubs with their extensive knowledge, expertise and experience in the sport."

Hash will commence with GRV on 1 August 2023.

**For media enquiries contact:**

Andrew Copley

GRV's Communication Manager

0425 763 924