

Aristocrat Executive Steering Committee



Trevor Croker

Chief Executive Officer & Managing Director

Trevor was appointed as CEO and Managing Director of Aristocrat in March 2017, joining the Board at the same time. Trevor joined Aristocrat in 2009 as Managing Director, ANZ and was later promoted through a number of operational and strategy leadership roles. Trevor began his career in sales and marketing, culminating in his term as Sales Director for Fosters Australia Ltd, prior to its demerger. Trevor serves as a Director of the American Gaming Association and the Cerebral Palsy Alliance Research Foundation and was previously a Director of the Australasian Gaming Council, among other industry appointments.



Sally Denby

Chief Financial Officer

Sally was appointed to the Chief Financial Officer role in November 2022. Sally partners with the CEO, business unit and functional leaders to guide the company's financial performance, leading her team delivering finance, accounting, risk, internal audit, tax services and more across Aristocrat. Sally joined Aristocrat in 2015, and has held several senior finance roles, including Deputy Chief Financial Officer, where she had oversight of the Group Finance Function. She has held senior finance positions at GE Capital in Australia and Europe and with NineMsn. Sally is a Chartered Global Management Accountant.



Hector Fernandez

Chief Executive Officer, Aristocrat Gaming

Hector Fernandez was appointed CEO of Aristocrat Gaming in February 2022, overseeing Aristocrat's regulated, land-based business globally. Hector joined Aristocrat in 2018 as CFO of the Americas Gaming business, before his promotion to the role of President, Aristocrat Americas and EMEA. Prior to joining Aristocrat, Hector held a range of senior commercial and strategy roles at leading US consumer businesses, including Western Digital, Amgen pharmaceuticals, and Procter & Gamble. Hector began his career with Deloitte and is a CPA.



Mitchell Bowen

Chief Executive Officer, Anaxi & Chief Transformation Officer

Mitchell has held senior product, commercial and transformation roles across all major gaming regions at Aristocrat. Mitchell previously led Marketing and Product functions in the Americas, before being appointed General Manager for ANZ, and subsequently CEO of the global Gaming business in 2019. Mitch has accountability for the business' growth strategy and operational performance, and also leads transformation for the company. Before joining Aristocrat, Mitch held senior roles in the sporting and pharmaceutical industries.

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Natalie Toohey

Chief Corporate Affairs Officer

Natalie was appointed Chief Corporate Affairs Officer in 2019, and is responsible for Group communication and stakeholder strategy, including leading Aristocrat's Sustainability program and Investor Relations. Natalie spent over ten years consulting to many large public and private organisations, and was previously head of Corporate Affairs at Foster's Group. Natalie is a Non Executive Director on the Board of Asahi Holdings Australia.



Christie Roser

Chief People & Culture Officer

Christie is the Chief Human Resources Officer for Aristocrat, leading the Global HR team and supporting key cultural, engagement and leadership initiatives across the organisation. A highly experienced HR professional, Christie has led HR teams across the publishing, transport and logistics industries. Christie joined Aristocrat in 2011 as HR Manager for the Australian Studios before becoming General Manager HR, Global Product, Supply and Technology, and supporting the executive leadership team as General Manager, CEO Office.



Superna Kalle

Chief Strategy and Content Distribution Officer

Superna is the Chief Strategy and Content Distribution Officer for Aristocrat and is responsible for driving our Group growth strategy and leveraging Aristocrat's industry-leading intellectual property across our global operations. Superna spent 16 years at Sony Pictures Entertainment (SPE), where she held leadership positions in corporate development, before growing SPE's television networks businesses in India, Japan and across Asia, and leading the company's US networks. More recently, she was President of Starz International, and led the rollout of the premium streaming company to over 60 countries.



Matthew Primmer

Chief Product Officer

Matthew Primmer was appointed Chief Product Officer for the Aristocrat Group and joined the executive leadership team in February 2024. Matthew is responsible for leading product strategy across the enterprise. With 20 years experience in the global gaming industry, Matthew joined Aristocrat in 2014 and has held various senior roles in Australia and the USA across product strategy, insights and leadership roles in the US and Australia, including his most recent role as Chief Product Officer at Aristocrat Gaming leading D&D.

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Andy Hendrickson
Chief Technology Officer

Andy was appointed Chief Technology Officer in June 2021. Prior to joining Aristocrat, Andy was CTO of the video games business Activision Publishing. He also spent ten years as CTO at Walt Disney Animation Studios, and led tech teams at Dreamworks and Lucasfilm. Andy has many film and game credits, including for Frozen and Call of Duty, and holds multiple US technology patents. Andy is a member of the Academy of Motion Picture Arts & Sciences.



Chris Hill
Chief Legal Officer

Chris was appointed Chief Legal Officer of Aristocrat in February 2020 and is responsible for leading our legal and compliance functions globally. Prior to joining Aristocrat, Chris was Chief Legal Officer at the global data and insights business Dun & Bradstreet, and General Counsel of Primus Telecommunications Group. Chris also served in the US Department of Treasury immediately after the financial crisis of 2008 and has deep experience navigating complex regulatory environments and operating within regulated businesses.



James Alvarez
Chief Information Officer

James joined Aristocrat as Chief Information Officer in 2017, and has more than 20 years of experience leading digital transformation strategy, initiatives and teams. James began his career as a software developer, before founding a software consulting firm that merged with the leading technology advisory company, the Hackett Group. James has also held executive leadership roles in technology at global companies including Belkin International and Scholastic Media & Entertainment.



Tracey Elkerton
Chief Compliance Officer

Tracey joined the leadership team as Chief Compliance Officer in February 2023 and is responsible for leading our regulatory and compliance functions globally. Tracey has almost 25 years experience in gaming compliance, bringing an enormous depth of experience to the business. She has been a member of the Aristocrat Board Regulatory & Compliance Committee since 2004. Prior to joining Aristocrat, Tracey worked in compliance roles at St George Bank Limited and Standard Chartered Bank Australia Limited.