



Robert Moncrief Jr., *Legal and Regulatory Counsel – US*, bet365



Robert Moncrief Jr. currently serves as bet365 Legal and Regulatory Counsel - US. Robert has over a decade of U.S. land-based and online casino and sports betting experience. Prior to joining bet365, Robert worked in key roles at the New Jersey Division of Gaming Enforcement during its creation of the regulatory framework that helped launch one of the most successful online casino and sports betting markets in the U.S. to-date. Immediately prior to joining bet365, he was in charge of the Technical Services Bureau at the Division of Gaming Enforcement, which is the largest, entirely in-house state-run testing lab in the U.S. The Technical Services Bureau is responsible for testing and certifying all land-based and online casino and sports betting equipment offered in New Jersey. During his time in that position, Robert played a lead role in writing the online sports betting regulations and technical standards for New Jersey, and oversaw the launch of over a dozen online sportsbooks in New Jersey. Prior to holding that position Robert served as a Deputy Attorney General and handled a variety of matters including regulatory prosecutions, licensing and suitability investigations, administrative hearings and rulemaking.