



Allwyn appoints Tatiana Jouanneau as Group Chief Brand Officer

Lucerne, Switzerland – 9th December 2025 – Allwyn International AG, the lottery-led gaming entertainment company, announces the appointment of Tatiana Jouanneau as Group Chief Brand Officer, effective 1 January 2026.

Tatiana joins Allwyn at an exciting juncture in its international story. Allwyn has recently announced its intention to acquire a majority stake in PrizePicks in the US and to pursue a business combination with OPAP, the Athens-listed national gaming champion in which it already holds a controlling interest, alongside the rebranding of OPAP and SAZKA to Allwyn in January.

Joining the executive team, Tatiana will lead the further elevation of the Allwyn brand globally as the company continues to expand its presence and visibility across key markets.



With over two decades of senior leadership experience in marketing, Tatiana is a skilled global brand builder, expert at building profitable brands, and has overseen teams in over 80 international markets. She has led end-to-end marketing transformations for prominent consumer-facing businesses such as Logitech, Duracell, and several Procter & Gamble multi-billion dollar brands. She has spent her career leading numerous world-class, data-driven and creative campaigns that enhance both brand equity and commercial performance across B2B and B2C platforms. Notably, Tatiana led the transformation of Duracell's marketing division after it was acquired by Berkshire Hathaway in 2016. Her successes have been recognised across her field, having secured seven prestigious Cannes Awards and been named "Global Woman to Watch" by Ad Age.

Tatiana currently serves on the Board of Advisors for Europe for the CMO Council. She will be based in Lucerne, Switzerland.



Tatiana Jouanneau, Group Chief Brand Officer at Allwyn, commented: *"I'm honoured to be joining Allwyn at such a dynamic stage in its evolution. Over the next few years, Allwyn will continue on its exciting journey of growth, and I am eager to help shape a global brand that connects deeply with players and partners alike."*

Robert Chvatal, Allwyn CEO, added: *"We are thrilled to welcome Tatiana to Allwyn. Her exceptional global marketing experience, strategic insight, and passion for building meaningful brands make her the ideal person to lead Allwyn's brand vision as we continue to grow and diversify. This appointment marks another key step in our mission to create a world-class entertainment company that leads with integrity, creativity, and player trust."*

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About Tatiana Jouanneau

Tatiana-Vivienne ("Tatiana") Jouanneau is Group Chief Brand Officer at Allwyn, responsible for leading the company's international brand strategy. She has more than 20 years of senior marketing leadership experience across high profile consumer brands like Logitech, Duracell, and Procter & Gamble. In these roles she delivered global marketing transformations, brand architecture development, and fostered cultures of creative excellence. Tatiana has also led strategic partnerships with the likes of Disney, Mattel, and Hasbro. She is the winner of seven Cannes awards for exceptional brand-building and was previously named as a "Global Woman to Watch" by AdAge. She currently serves on the Board of Advisors for Europe for the CMO Council.

About Allwyn

Allwyn is a multi-national gaming entertainment company, lottery-led and with leading market positions and trusted brands across Europe and North America. Our purpose is to make play better for all by focusing on innovation, technology, player safety and returning more to good causes across a growing casual gaming entertainment portfolio.