

For Immediate Release

FOCAL WELCOMES LAURIE NORMAN AS CUSTOMER SUCCESS MANAGER

Halifax, NS: Sept 12, 2024– Focal Research Consultants announced today that Laurie Norman is Focal’s new Customer Success Manager - playing a key role in Focal’s customer journey and ensuring a positive implementation experience while also advocating for customer needs. She will also be providing valuable insights and feedback on future product development and communications and be a key point of contact for Focal senior management.

With a career in the casino industry spanning over 19 years developing and managing a responsible gambling program as the Manager of Responsible Gaming at Saskatchewan Gaming Corp, Laurie brings a wealth of knowledge to this role. With degrees in Addiction Studies and Education, Laurie is nationally recognized as a subject matter expert and has provided casino staff training in various provinces and territories. As a member of the Canadian Responsible Gambling Association for 9 years and The Partnership for 13 years, Laurie has influenced the advancement of responsible gambling in Canada.

Tracy Schrans, President of Focal Research, expressed her happiness about Laurie joining the team, “We are excited to have Laurie join us, providing another point of contact for our clients before, during and after implementation of the ALeRT system and seamlessly assisting them on their journey. Laurie was instrumental in developing the practical application of our player protection tool in a casino environment in 2005, personally documenting over 9000 player interactions in Saskatchewan, Canada allowing her to personally speak to her experiences with the system. Having also known her for many years, she is wonderful person, with a warm and friendly personality and her expertise and dedication to the field shines through in all that she does.”

Laurie shared her enthusiasm about the new role. “Focal has been leading the development of player protection software for the past two decades and I am excited and honoured to be part of the Focal team. I have been thoroughly impressed with the advancements they have made in this technology since I first used the system. In addition, the expertise and passion that those who work at Focal bring to developing and providing safer gambling research and solutions is outstanding. I am looking forward to engaging with and supporting Focal clients worldwide and I can’t wait to see where we go in the next 10 years,” says Norman.

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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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