



Steve Parker is now Principal of Parker Management Pty Ltd a boutique consultancy involved in strategy for small market caps in the Gaming Space. Up until August 2008, Steve held a variety of roles in Aristocrat Gaming. Steve was appointed General Manager of Marketing in 2002, and progressed to Group General Manager of Sales and Marketing in 2004 with the added responsibility for Europe, South Africa, and Aristocrat's Global Systems Business. In 2006 he added the responsibilities of R&D and Innovation to his portfolio. Steve joined Aristocrat from CMP Marketing, the marketing consultancy firm he founded in 1985. Prior to this time, Steve held senior marketing roles with Ansett Airlines Australia (helping to establish their highly successful Golden Wings concept), Autobar Vending (Europe's largest vending company) and Pfizer Chemicals in South Africa.