

KONAMI

LUKE MIDDLETON

Nominated for Rising Star 2025

GAMES THEY WANT.

INNOVATION YOU NEED.

LUKE MIDDLETON

Executive Summary:

Luke Middleton exemplifies the spirit of a rising star in the Asia Pacific gaming industry. As Product Manager for Konami Australia, He's rapidly emerged as a driving force behind strategic innovation, regional expansion, and cross-border partnerships. His leadership has not only elevated Konami's market presence but also contributed meaningfully to the evolution of gaming product solutions across the region.

Key Achievements:

- **Strategic Partnership:** Spearheaded Konami's exclusive distribution agreement with Spintec, introducing cutting edge electronic table games to Australia and New Zealand. This move significantly diversified Konami's product portfolio and strengthened its competitive edge.
- **Market Expansion & Product Innovation:** Led the rollout of several high performing slot solutions tailored to player preferences, resulting in measurable growth in market share and operator engagement.
- **Industry Influence:** Regularly contributes insights at regional expos and summits, advocating for data driven product development and sustainable innovation in gaming technology. Presented on panels at the Australasian Gaming Expo (AGE) and contributed to IAG's panel discussions, sharing insights on product innovation, regulatory adaptation, and the future of gaming experiences.
- **Operational Excellence:** Leveraged his background in hospitality and economics to streamline product lifecycle management, optimise performance metrics, and enhance customer experience across integrated resorts throughout the Asia Pacific.

TESTIMONIALS

Testimonials recognising the impact Luke has not only had for Konami but its partners throughout the Asia Pacific Region

RGB:

“Through Luke’s professionalism and proactive support, we have seen stronger alignment with Konami, driving measurable growth and strengthening our partnership. His efforts have elevated both the brand and product performance while also deepening our collaboration in meaningful ways.” ~Jason Wang, VP of Sales

Harvest Gaming:

“Luke’s exceptional product knowledge and customer skills has contributed tremendously to Konami Product development and has been a great assistance to distributors in the region identifying the right product mix for operators!” ~Alfred Hwee, General Manager

Advanced Gaming:

“Since Luke joined the Konami team, his impact has been outstanding. His leadership and commitment have driven a significant uplift in the quality of products produced by the Australian studio. As a distributor in the New Zealand market, we’ve experienced this transformation firsthand. The improved quality and innovation of product have directly translated into stronger performance and greater success across our operations. Luke’s influence has not only elevated the product but has also reinforced our confidence in Konami as a trusted partner. His contributions continue to drive growth and strengthen our position in the market.” ~Brayden Whale, General Manager

South Coast Gaming:

“Luke has been an integral link within Konami consistently bringing innovative ideas and has also provided a high level of expertise that has contributed to the success of South Coast Gaming Machines and significantly growing our business through his positive and productive work attitude.” ~Ty Barton, Sales Manager