**RISING STARS**
**Matthew Ankenmann**

Matthew Ankenmann is an emerging force in the gaming industry, making his mark as a rising star through his transformative work in gaming analytics. As a key member of Tangam Systems' client-facing analytics team, Matthew plays a vital role in helping casino operators across the Asia Pacific region harness the power of data to improve operational performance and profitability. His ability to blend technical expertise with hands-on collaboration has earned him the trust of some of the region's most forward-thinking operators.

Matthew's impact is tangible – he works closely with casino teams to uncover operational inefficiencies, reimagine floor layouts, fine-tune pricing and scheduling, and drive long-term revenue growth through Tangam's advanced analytics solutions. Fluent in the language of both data and customer success, he navigates diverse markets, time zones, and operational models with ease, delivering insights that consistently lead to measurable improvements.

Beyond analytics, Matthew is a dedicated educator and change agent. He leads training sessions, mentors clients, and empowers teams to adopt a data-driven culture, ensuring lasting results beyond any single engagement. His approachable demeanor, deep product knowledge, and relentless curiosity make him an invaluable partner to clients and colleagues alike.

Internally, Matthew bridges departments by sharing critical insights from the field that directly inform product development and client engagement strategies. His voice is instrumental in shaping enhancements that make Tangam's platform more intuitive and impactful for a global user base. His contributions help ensure the company's continued success in an increasingly competitive landscape.

What sets Matthew apart is his commitment to turning complex analytics into meaningful action. In an industry where intuition has traditionally guided decisions, he is helping operators shift to smarter, data-informed strategies that benefit both the bottom line and the player experience. He embodies the forward-looking mindset that is crucial for the next generation of gaming leaders.

For his global influence, unwavering focus on client success, and pioneering role in advancing analytics in casino operations, Matthew Ankenmann is a deserving recipient of the IAG Rising Star Award. His work is helping shape a more intelligent, efficient, and profitable future for the gaming industry.