

Michele Fischer's Biography

Michele Fischer is Vice President of SIS Content Services, which is the SIS United States entity established in 2021. Michele was a consultant for SIS prior to the formation of the US corporation. Beyond the focus of fixed odds products to sports books, she also oversees our global pari-mutuel simulcast products, including the \$20million Saudi Cup. In 2018, Michele founded Darting Star LLC, a consulting firm specializing in horse racing. Darting Star's clients include, Hong Kong Jockey Club and Duralock Performance Fencing. Prior to Darting Star, Michele was Vice President of Sales and Business Development at Sportech Racing. Michele is the third generation of her family to work in horse racing and stays actively involved in many aspects of the sport. When not at a racetrack, Michele enjoys horseback riding, plays squash and collects art. Being located in Kentucky, she is a college basketball fan, supporting her alma mater, University of Louisville.