

The Payoff of Facing Challenges

by Christopher Irwin

Dan Shapiro developed a liking for the gambling business after being introduced to the speed and excitement of the horse racing industry as a teenager.

Having attended races with his father in New York, he quickly became hooked and started going on his own. He regularly read the Daily Racing Form in high school before landing a college internship with Boston's Suffolk Downs. And so his career in the gaming industry was born.

Dan has since been employed in a variety of different roles pertaining to horse racing and sports at various companies, leaving Youbet.com in 2007 to work at a startup alongside his mentor, Joe Asher, at Brandywine Bookmaking LLC in Las Vegas. This transition from horse racing to the broader gaming industry was one of the most challenging decisions of his career. The learning curve was steep and he had always considered himself a "horse-racing guy". Dan originally met Asher at the Lexington, Kentucky airport after they had both attended a horse racing conference. When bad weather delayed their flights to New York, they decided to forego waiting at the airport and instead bet the races at Keeneland Racecourse. A time later, Asher convinced Dan to move to Las Vegas to work at Brandywine. Dan was there for five years before the company was acquired in 2012 by William Hill, the British bookmaking giant, now the nation's leading sports betting company for which Dan has recently been promoted to Vice President of Strategy and Business Development and reports to Asher, William Hill's US CEO.

Dan navigated the long and tough road to success, leaning on his strengths at communication and big picture thinking to get him to this point. Having recently earned an MBA at UCLA, Dan continues to acquire knowledge from colleagues and upper management, advising young professionals in the gaming industry to "always learn and strive to develop your skills. Never miss an opportunity to spend time with senior management so you can try to understand the big picture."