

Malcolm Bruce, Director of G2 Responsible Gambling

Malcolm Bruce is Director of G2 Responsible Gambling, a consultancy that provides specialist advice and support to client organisations on gambling harm prevention and consumer protection. Malcolm is also a senior consultant for G4 the Global Gambling Guidance Group <http://www.gx4.com>, a worldwide responsible gambling accreditation programme for the remote and online gambling industry.

Until recently, Malcolm was Director of Corporate Responsibility at Betfair PLC. At Betfair Malcolm is Director of Corporate Responsibility and has consumer protection, product safety and social & environmental sustainability in his remit.

Prior to this Malcolm was CEO of the charity the Responsibility in Gambling Trust, where he was responsible for the commissioning of problem gambling research, education and treatment in the UK.

Malcolm is a volunteer at the National Problem Gambling Clinic in London and trustee of Gambling Concern <http://gamblingconcern.btck.co.uk/>

Malcolm is a well-known speaker on gambling consumer protection, public health and corporate responsibility in international conferences.