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Victoria Reed Founder, Better Change



Victoria Reed learned of her nomination at a critical time for organisations such as hers – during Safer Gambling Week. Better Change looks to wed safer gambling with the day-to-day duties of running a gambling business. What better time to recognise the woman behind it all?

Reed calls her nomination “a true honour”. Outside her own recognition, she sees being named among iGB’s Most Influential Women of 2023 as celebrating wider representation for Better Change and sustainable play.

“To be considered among such an accomplished and esteemed group as this is humbling, unexpected and a true honour,” she says. “Since day

one, we’ve faced huge challenges from all angles and have rightly had to demonstrate that our Positive Play approach is one that supports not only players but also operators – and that we don’t have to sacrifice one for the other.

“For me, this award means that we’re seeing Positive Play resonate and, while there’s a long way to go, we’re proud to play a small part in the sustainability of the industry we all love dearly.”

Reed recognises the importance of mentorship and connection – and uses this as a way to connect with other women in the industry.

“I’m a true believer in a meritocracy and always try to support anyone who is working hard and hustling to make

a difference,” she says. “I have been fortunate enough to have mentored and championed a number of remarkable women throughout my career and always make time to try and share what little experience I have with them to encourage them on their own journeys.”

On a personal level, Reed realises the repercussions of not receiving the necessary support and guidance.

“Above all, I know what it’s like to be supported but also what it’s like to be overlooked and exploited,” she continues.

“Those experiences have made sure that no matter who I’m working with, I always stay true to my own values and try to be the sort of support I would have loved to have had.”

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Cheryl Jones President, Odds On Compliance



Cheryl Jones views her nomination as a testament to the support she has received throughout her career.

“This achievement holds immense significance, not only for me but also for those who have steadfastly supported me throughout my gaming career,” she says. “I have long held that if you have a voice, you have influence and, if you can empower someone else to think the same, then you’re doing a good job.

“Receiving this award is a testament to the recognition of my values and perseverance as a woman in the gaming industry.”

Jones recognises that advancements have been made in attitudes to gender parity in the workplace. But she believes

measures should be put in place to ensure opportunities are truly equal.

“More people than ever before believe that women have an equal opportunity to reach leadership positions,” she explains. “But those sentiments haven’t been enough to drive significant changes in actual advancement. Biases are still a barrier.

“To break them down, organisations need to mature their approach to gender parity and create structures and systems that work for women and men.”

In her professional life, Jones has made moves to put these words into action. At Odds On Compliance, she founded Women Leading Women, created for women in igaming as well as those working in sports and technology.

“I make myself accessible for mentoring, actively promote a culture of diversity and inclusion and advocate for women’s professional development within the industry,” she explains.

Although she firmly believes in the power of networking and community, Jones clearly understands that, ultimately, the strength and motivation to forge your own path as a woman in a male-dominated industry must come from within.

“I consistently tell others to own their careers and their voice; don’t wait for someone to come along and present an opportunity,” she concludes. “Create opportunities you want to see yourself in, use your fear as your motivation, and never say no to any challenges.”