

Susan Bala Professional History

Ms. Bala is a former delegate with the United States Commerce Department and a proven business leader in a professional life that has spanned 35 years. Known as a visionary industry developer, Ms. Bala has extensive experience in technology and services in parimutuel horseracing, sports wagering, other gaming technologies, operations and new market development. Ms. Bala possesses comprehensive legal and legislative experience in the writing and passing of enabling laws for racing and sports wagering, drafting of regulations, and the Class I and Class II gaming environments. She has pioneered new technology integration and led the development of utilizing these activities for tourism and economic development in emerging markets. Her background includes corporate development, capital raising, and award-winning distinctions in brand development, public relations, and communications.

Professional Highlights

Ms. Bala's companies were the first to create a multi-state pari-mutuel horseracing network in the U.S., the first to operate a licensed U.S. off-track-betting technology and service hub, the first to create and operate an international pari-mutuel wagering and sports betting hub for licensed jurisdictions and owned a twenty-two-location license in Latin America for racing, sports and other gaming. She was the first to create the technology interface for computers to the licensed wagering systems, the first to handle high volume professional horseracing players providing services to the top ten high volume players globally, and the first U.S. company to provide licensed services in Latin America.

Industry Developer in Technology, Horseracing, Sports Betting, and Gaming

In 1987, Ms. Bala was recruited to restructure a multi-state gaming supply distributor, which led to her work in development in the emerging Native American gaming and casino industry after the passage of the Indian Gaming Regulatory Act, in 1988. In 1989, Ms. Bala was asked to participate in the development of multi-state pari-mutuel off track and simulcast horseracing following the establishment of the Interstate Horseracing Act subsequent to the United States Supreme Court ruling that enabling parimutuel wagering to be conducted off of the premises of a racetrack.

Ms. Bala joined with a former State Securities Commissioner to undertake a nationwide market study commissioned by the Governor of a leading agricultural state, North Dakota, for the development of the State's equine breeding and racing industry. Her development built the State's horse breeding industry, its racetrack, tourism and economic development, and contributed in excess of \$15,000,000 in new taxes.

She was the founding partner in the company that became the first exclusive license holder as a technology integrator to provide the wagering platform, equipment, satellite feeds, and data communications to multi-jurisdictional state and casino off-track betting locations.

Bala's company became one of the three largest companies in the United States providing technology and simulcast services to the thoroughbred racing industry. Her company was in the top three revenue producers nationally and the new market developer for the largest global totalizator ("tote") company.

In 1996, Ms. Bala was asked to be a delegate for the United States Commerce Department. Through her service with the United Commerce Department, she built key relationships with government officials and identified new international markets in which to expand the technology and services in Latin America, living and working out of Mexico City for nearly a decade.

Ms. Bala built her international company operating the first multi-platform technology hubs that produced a half a billion in wagering transactions annually. Her company was named a Top Ten business by the Chamber of Commerce.

Bala has most recently consulted for new legislation in sports and gaming. She has now developed new technology integration for the emerging sports wagering industry with internet and mobile applications designed to operate full spectrum on-line horseracing, sports and other gaming, together with an international technical "Hub" that will provide operations to service physical casino locations, mobile wagering sites, and live operations for mobile consumers.

Technology Expansion

Ms. Bala is an investor and largest shareholder of a publicly traded company with leading high quality video technology for 4k and 8k uses in surveillance, high quality home theaters, large screen displays, drone videography, and digital satellite for government and corporate environments. The company is currently developing artificial intelligence with plans to implement these technologies in the sports, racing and gaming arenas in which Ms. Bala is involved.

Personal Background

Ms. Bala is a first generation American currently living in Minnesota. Her family emigrated from England in the 1950's after WWII. Her paternal family, from Krakow, Poland, has a unique war time history. Her grandfather served in the military, and after being sentenced to a life sentence in Siberia was released on a prisoner exchange and made his way to England to join General Anders army tracking Rommel, The desert Fox, in Egypt. Mr. Bala senior, after succumbing to war injuries, is buried in Cairo, Egypt. Her father, after surviving the war, worked for the American government in Nuremberg, Germany during the Nuremberg trials at the end of World War II and then immigrated to England. After marriage to Kathleen Holmes, the family emigrated to the United States and split their time with family in England, who, in a twist of fate, has a generational tie to the historic York racetrack.