



Metric hires former Hills and Betfair directors in sportsbook push

Firm appoints Jim Supple as COO with CFO and trading director also hired as part of transition into turnkey sportsbook supplier

Metric Gaming has strengthened its London-based team by bringing in a new COO, CFO and trading director, as the sports betting specialist continues its transformation into a fully-fledged sportsbook supplier, *EGR* has learned.

Stepping in as COO is former Betfair and William Hill director Jim Supple (pictured), who brings with him more than 25 years' experience in the betting industry, while Metric's incoming CFO, Steven Paterson, was previously finance director of William Hill's retail division.

Metric has also appointed former Coral trading chief Sam Foulkes as its new trading director. Foulkes [left Coral earlier this year](#) in favour of a return back to the UK, having spent a short time in Gibraltar.

All three hires will be based in Metric's new London headquarters. The firm also has offices in Las Vegas.

The appointments come as Metric transitions into a turnkey sportsbook supplier, having previously been purely focused on providing in-play solutions, such as its SuperLive golf and football products.

Metric is preparing to go live with a full sportsbook in combination with gaming-led firm Gamesys and recently signed an agreement with [Russian bookmaker, Sportbet](#), which will see the operator receive traditional pre-game sportsbook content in addition to Metric's SuperLive and other in-game betting opportunities.

"Metric has graduated from its start-up roots, culminating with the opening of our new London office and onboarding of these industry heavy-hitters," Metric Gaming founder, Martin de Knijff, said.

"The addition of their experience, expertise and operational excellence to an already talented team demonstrates Metric's ongoing commitment to delivering top-class betting solutions."

Supple added: "I'm delighted to join Metric Gaming at this point in their development. What struck me about Metric was the combination of talent, innovation and future-proof technology that sits behind everything that they do. I'm very confident about Metric delivering future success as the business continues to grow."

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