

Joe Asher Sports Betting Expert



Joe Asher has a long background in the racing and sports betting industries. Most recently, he served as president of Sports Betting for IGT from October 2021 until June 2024. Previously, he was the CEO of William Hill US from when the business was created in 2012 until it was sold to Caesars in April 2021. Asher joined William Hill when it acquired Brandywine Bookmaking, a company Asher had created. Brandywine was a pure startup, which Asher launched in 2008 under the brand name Lucky's Race & Sports Books after he relocated to Las Vegas from New York.

Asher has a lifelong passion for the horse racing business. Starting when he was a teenager, Asher held management positions at several racetracks, including Brandywine Raceway, Dover Downs, Harrington Raceway, and Foxboro Raceway and was the Wilmington News-Journal's Thoroughbred racing handicapper for Delaware Park. He became the youngest track announcer in North America, calling races at Harrington, Foxboro, Brandywine, and Dover Downs. He comes out of

retirement during Labor Day weekend every year to call a race or two at the Elko County Fair in northeastern Nevada. He has also owned racehorses, mostly Thoroughbreds, on and off for over 30 years.

Asher was an attorney with Skadden, Arps, Slate, Meagher & Flom. He is a graduate of the University of Delaware and the Delaware Law School of Widener University, served a judicial clerkship with the Supreme Court of Delaware, and was admitted to the Bar in Delaware and New York. In 2023, President Biden appointed Asher chair of the board of trustees of the Woodrow Wilson International Center for Scholars, the nation's leading non-partisan policy forum for tackling global issues through independent research. He is a member of Nevada board of trustees for Olive Crest and has been featured on national television shows such as CBS's 60 Minutes, CNBC's Power Lunch, FOX News' Fox & Friends, and Varney & Co. Asher has testified on sports betting issues in state legislatures, spoken at numerous gaming industry seminars, and guest lectured on race and sports betting at several leading law and business schools. In 2021, Asher was inducted into the Sports Betting Hall of Fame.