



蔡明哲(中國臺灣)

臺灣運動彩券股份有限公司副總經理

Cai Mingzhe

Senior Vice-president of Taiwan Sports Lottery Co., Ltd.

演講主題 Theme :

臺灣運動彩券之現狀與發展

The status and development of Taiwan sports lottery

臺灣運動彩券股份有限公司副總經理/行銷營運處長，臺灣大學/美國 Florida State University 電腦及資訊研究所 2005~2013 擔任揚成顧問公司總顧問負責臺灣公益彩券與運動彩券的標案，2013~至今任職臺灣運動彩券股份有限公司行銷營運處，負責產品開發及行銷營運。2017 起也擔任中信金融管理學院運動分析學程暨運動分析研究中心兼任副教授、臺灣公益彩券經銷商遴選委員會委員。

Michael Tsai is currently the senior vice president of Taiwan Sports Lottery Co., Ltd. and in charge of marketing and operation department since mid-2013 till today. Mr. Tsai was graduated from National Taiwan University and Florida State University, majored in computer and information sciences. He was the chief consultant in Taiwan Lottery and Gaming Consultant Inc., during 2005~2013 in charge of the various projects including the open bids of Public Welfare Lottery and Sports Lottery in Taiwan. After winning the bid for sports lottery in 2013, he was recruited to serve as the senior vice president of Taiwan Sports Lottery Co., Ltd. ever since. Meanwhile, he is also the part-time associate professor of Sports Analytics Research Center of CTBC Business School and one of the retailer selection committee members of Taiwan Public Welfare Lottery since 2017.