

Denise Coates

The Gambling Queen

June 21st, 2017

Turning a new edge on an age-old pastime, and a profitable one at that, isn't an easy thing, but Denise Coates has managed to do just that. She managed to take gambling into the digital world in the early 2000's and has continued to manage the company with the development of the Internet. She also has the simultaneous honor of being one of the few women billionaires in the field of gambling

Gambling has long been a part of Coates' family. Her father managed gambling shops when she was a child, and she began working for him as a cashier when she was of age. During that time, she gained a degree in econometrics from Sheffield University and became the manager of small betting shops. She then later become a business owner over a chain of them, before leaving to set up her personal business, Bet365. A 15 million pound loan was used to start up Bet365 along with her family's business as collateral in case nothing worked out, which was considered a risky business venture at the time. In 2001, the Internet was not as big of a phenomenon as it is now a days, and no gambling business had considered moving online before Coates.

Thankfully, Bet365 paid off in the end and has pushed Coates to be one of the richest women in Britain. She's a very private person and won't reveal the extent her wealth, but Forbes estimates her personal fortune to be at \$1.6 billion USD. All from creating Bet365 as a trustworthy and professional betting area, and taking wagers on a vast variety of sports from all around the world along with the traditional gambling venues.

Along with Bet365, Coates manages the Bet365 Foundation to give support to charities in the UK, and to projects abroad as well. The Foundation has donated over 100 million pounds to charities as funding. Coates keeps largely to herself and out of the eye of the public; it's a rare event if she gives an in-person interview. She and her husband Richard Smith have adopted four children along with having a biological child of her own. The family resides in Sandbach, Cheshire, England.

Word Count: 364 words

Sources: <http://www.independent.co.uk/news/people/profiles/against-the-odds-denise-coates-good-fortune-9169196.html>

<https://www.gamblingsites.org/biographies/denise-coates/>

<http://www.dailymail.co.uk/news/article-3928672/Mother-five-Denise-Coatestook-home-117MILLION-year-Bet365-boss-Britain-s-highest-paid-businesswoman-employs-husband.html>

