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WCLC Welcomes Chris Santschi as President & CEO

Winnipeg, MB – WCLC announced today that Chris Santschi has been named President & CEO of the organization. Santschi brings to the organization two decades of experience in strategic growth, business development, and digital transformation. He joined the organization effective September 15.

Santschi most recently served as Director of Sales and Customer Growth Strategy (North America) at Sysco Corporation, where he led new market expansion, sales strategy optimization, and cost leadership.

Santschi will lead WCLC as it continues to provide relevant lottery products and experiences to players in western Canada, and to provide valuable revenue to the governments on whose behalf it operates—Alberta, Saskatchewan, Manitoba, and the North.

WCLC extends its gratitude to Kerry Wolfe, Vice President of Finance & Strategy, who stepped into the role of Acting CEO in February 2025 and helmed the Corporation through the Board’s search for a new President & CEO.

Quotes:

“Chris’s track record in sustainable growth and sales strategy makes him the right leader for WCLC at this pivotal moment. We look forward to his guidance as we invest in existing channels and modernize how we support lottery players, partners, and stakeholders.”

-Kandice Machado – Chair, WCLC Board of Directors

“I’m honoured to join WCLC at a time of significant transformation. I’m eager to work with the team and leverage my experience to help drive that work forward, building on WCLC’s strong foundations and five-decade history as a trusted provider of lottery entertainment.”

-Chris Santschi - WCLC President & CEO

About WCLC: WCLC is a non-profit organization authorized to manage, conduct, and operate lottery and gaming-related activities as an agent for its members—the governments of Alberta Saskatchewan, and Manitoba. Yukon, Northwest Territories and Nunavut participate as associate members. Since 1974, WCLC has provided trusted lottery games throughout the region, generating funds for priority programs and services in each province.