

PROFESSIONAL EXPERIENCE

Casino Product Manager  
Digital Beat

04/2024 - Present Gibraltar

Key Responsibilities & Achievements

- Casino management:** Oversee casino game roadmap and release activity to ensure a competitive and engaging game portfolio.
- Product Feature Management:** Drive the feature development process by identifying business needs and managing the successful rollout of new enhancements.
- Operational Excellence:** Optimise and manage operational processes to ensure BAU activity.
- Analysis:** Performance insight for data-driven updates to game offering and reporting.
- Supplier Relationships:** Cultivate and manage strategic relationships with game suppliers.

Poker Product Manager  
Digital Beat

08/2021 - 04/2024 Gibraltar

Key Responsibilities & Achievements

- Poker Management:** Directed the end-to-end lifecycle for the Poker product, driving continuous improvements and feature enhancements to elevate the player experience.
- Cross-Functional Collaboration:** Partnered effectively with in-house and provider teams to align on product goals and execute key roadmap initiatives.
- Promotional Offerings:** Designed and managed a portfolio of promotional offerings that successfully boosted customer acquisition, retention, and monetisation.
- Analysis & Reporting:** Translated complex performance data into clear, actionable insights for leadership, directly influencing product strategy.

Poker Manager  
Betsson Group

04/2020 - 08/2021 Malta

Key Responsibilities & Achievements

- Product Management:** Successfully led product management, overseeing the development and enhancement of the Poker vertical.
- Promotion Management:** Devised and launched multiple exclusive promotions to drive activity.
- Collaborative Teamwork:** Effectively partnered with regional teams, fostering strong partnerships.
- Analysis and Reporting:** Analyzed and presented Key Performance Indicators to stakeholders.
- Regulatory Compliance:** Dealt with projects to comply with new regulatory requirements.

SKILLS

Product management

Operations

Data Analysis

Casino games

AI Automation

Supplier relations

Excel & data models

CMS

IMS

Promotions

Business Intelligence

Licensee relations

EXPERIENCE EXAMPLES

NorthStarBets - New casino lobby [🔗](#)  
Casino lobby

Holland Casino Online Poker [🔗](#)  
Poker Home page

Dutch Championship of Online Poker [🔗](#)  
Poker news page

PROJECTS & ACHIEVEMENTS

New Casino lobby: Drove the successful launch of a new online casino lobby by managing the project, coordinating with multiple stakeholders and handling key configuration tasks.

AI Workflow automation: Created bespoke applications in AI Studio to automate key operational processes, resulting in faster and more reliable execution of manual tasks.

Game positioning: Developed a proprietary game scoring tool to provide at-a-glance performance insights, enabling faster and more effective analysis for casino lobby optimisation.

Side game activity: Increased the performance of casino side games in Poker through strategic improvements to game furnishing and promotions.

Online Poker Vertical Launch and Management: Successfully spearheaded the launch of the Online Poker vertical for Holland Casino Online.

Operator platform migration: Played a pivotal role in the Betsson group's migration to the iPoker platform, contributing to a successful transition.