

David Poirier

A highly experienced, intelligent and articulate I.T. professional with over twenty-five years' experience at the highest levels of software product design, development and management in betting, retail and other industries. Strong product, design, technical and management skills.

Key Skills

Product Strategy

An industry expert in betting, mobile, retail, EPoS, kiosk, customer display, finance, web and multi-channel systems. Ability to create, define and manage product lines with measurable benefits, relevant and achievable evolution, and with long-term sales potential. I can sell this vision at Board level both internally and with clients.

Application and Solutions Architecture

Product initiation and design across the full lifecycle, from high-level conceptualisation through feasibility analysis to detailed formulation where required. Familiarity with complex mathematical modelling, real-time transaction processing, fault tolerance, systems integration and regulatory compliance.

Ability to speak both customers' and developers' language and so define and translate business requirements into clear and simple architecture and technical requirements, and to actually deliver valuable, usable and maintainable systems.

Team Management

Ability to maximise productivity and quality, within the constraints of time and budget by aligning the team's personal goals with that of the organisation. I lead by example allowing me to mentor my staff, developing their personal effectiveness.

Employment

2008 – 2025 IGT (formerly GTECH, Finsoft)

Director of Product (Betting)

IGT is the world's largest Gaming supplier, active in Slots, Interactive and Sports betting. The Sports betting product is the market leader in US B2B betting systems.

Duties

- Product strategy: Definition of betting platform strategy, alignment with key stakeholders (sales, finance, compliance, operations) and market needs and presentation to senior management
- Solution Architecture: Liaison with clients both pre-sales and existing relationship to define business needs and propose a solution, iteration with clients and internal technical teams to maximise functionality and deliverability, project initiation and high-level planning.
- Product Marketing: Definition of product brand key attributes, preparation of marketing materials, trade shows and other product presentations.
- Sales and RFP's: Subject matter expert for betting products and services

Headline Achievements

- Design and detailed specification of requirements for complete new platform; defining functions and non-functional parameters based on market needs and identified target segments for the product; validation of proposed architecture; phasing and high-level steering through go-live of first client and ongoing product strategy.

- Adaptation of an existing product to a completely new market; identification of compliance and business requirements with proposal of pragmatic solutions; liaison between compliance, business and development teams and iteration to solution. Driving product to market lead in chosen sector.

2005 – 2008 Alphameric Leisure Ltd.

Director of Products, Head of programme management

Alphameric Leisure Ltd. was the UK's largest supplier of hardware and software into Licensed Betting Offices. Customers included all major UK chains, as well as over 90% of UK and ROI independents.

- Changed departmental structures where appropriate: Structured product offerings into logical groupings and assigned clear product responsibilities to product managers; Identified procedural and communication issues; Defined complete product lifecycle procedures to establish interdepartmental communication channels and give clear objectives to Product Managers, Business Analysts and Trainers.
- Developed high-level and detailed product strategy for both evolution of existing products and development of new products, recommending key profitable areas for business focus
- High-level liaison with clients to establish requirements, including realistic timescales and long-term forward planning
- High-level business analysis to define the approach for product and cross-product initiatives
- Review and recommendation on business processes to develop a smooth operating workflow, allowing control without stifling creativity or reducing speed of response within ISO9000 certification.

1991-2005 Optical Mark Systems Ltd.

Technical Director

The company was a small software house producing internet, telephone and shop-based systems for betting, with associated accounting and risk management.

- Joined the company as an Analyst/Programmer, promoted through General Manager to Director, elected to the board in August 2000 and becoming a shareholder soon after.
- Collaborated on business plan and prospectus for successful sale of the company to Alphameric

1990-1991 Analyst/Programmer Hilton Hotels
Corporate finance systems.

1988-1989 Programmer Neotronics Ltd.
Embedded controllers and PC Software for support and communications

Education and Qualifications

1998	Professional Certificate in Management - Open University
1990	MA – Cambridge University
1988	BA(Hons) Natural Sciences – Cambridge University
	11 'O' Levels, 4 'A' Levels, 2 'S' Levels