

# David Poirier

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<https://blanquilla.uk>

## PROFILE

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Accomplished Product Director with extensive experience leading product strategy, architecture, and go-to-market execution in the betting and gaming sector. Proven track record in delivering market-leading platforms and aligning cross-functional teams across product, sales, compliance, and operations.

Skilled in translating client requirements into actionable solutions, adapting products for new markets, and managing full product lifecycles from concept to launch.

Strong communicator and strategic thinker, experienced in guiding teams, influencing stakeholders, and optimising processes to maximise product impact and commercial success.

## CORE EXPERTISE

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Product strategy | Solution architecture | Market analysis | Stakeholder management | Client engagement | Go-to-market | Cross functional leadership | Compliance alignment | Product lifecycle | Roadmap planning | Business analysis | Risk management | Team development | Process optimisation | Commercial acumen | Innovation management | Programme management

## CAREER EXPERIENCE

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2008 – 2025                   **Director of Product (Betting)** – IGT (formerly GTECH, Finsoft)

- Defined and executed the strategic direction for the betting platform, aligning product objectives with business, compliance, operations, and sales priorities
- Engaged with clients in pre-sales and ongoing relationships to capture business requirements, propose solutions, and iterate with internal technical teams to optimise functionality and deliverability
- Validated a complete platform architecture, specifying functional and non-functional requirements, phasing rollouts, and steering the product through to the first client go-live
- Adapted existing products to enter new markets by identifying compliance and business requirements and delivering pragmatic, market ready solutions
- Developed and maintained product branding, marketing materials, and presentations for trade shows, enhancing product visibility and market positioning
- Served as subject matter expert for betting products during RFP responses and client engagements, supporting sales strategy and business development
- Drove ongoing product strategy by monitoring market needs, competitor activity, and client feedback to ensure the platform remained market leading

2005 – 2008                   **Director of Products, Head of Programme Management** – Alphameric Leisure Ltd

- Restructured product departments, organising offerings into clear groupings, assigning responsibilities, and defining lifecycle procedures to improve interdepartmental communication and accountability
- Developed both high level and detailed product strategies for existing and new products, identifying profitable business opportunities and prioritising development initiatives
- Liaised with clients to establish requirements, agreed on realistic timelines, and implemented forward looking plans to ensure the successful delivery of solutions
- Conducted high level business analysis to define approaches for product initiatives and cross product integration, ensuring alignment with organisational objectives
- Reviewed and optimised business processes to establish efficient workflows that balanced operational control with creativity, responsiveness, and ISO9000 compliance

### Earlier Employment History

1991 – 2005                   **Technical Director** – Optical Mark Systems Ltd

1990 – 1991                   **Analyst/Programmer** – Hilton Hotels

1988 – 1989                   **Programmer** – Neotronics Ltd

## EDUCATION

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Professional Certificate in Management – Open University

MA Natural Sciences – Cambridge University

BA (Hons) Natural Sciences – Cambridge University

11 'O' Levels, 4 'A' Levels, 2 'S' Levels