

Max Lintott

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Career Timeline

<u>Role</u>	<u>Employer</u>	<u>Date</u>
Head of IT Ops & Service	SPS Sportsoft / SportPesa	April 18 / present
Head of IT	Genting Casinos UK Ltd	Jan 05 / Feb 18
IT Manager	Stanley Leisure Plc.	Jul 01 / Jan 05
IT Manager	Sefton PCT (NHS)	May 00 / Jul 01
Financial Controller	Twin Trade Ltd	May 98 / Jan 99
Divisional Accountant	Edward Billington & Son Ltd	Oct 89 / Dec 96
Plant Accountant	Carnaud MetalBox	Oct 87 / Oct 89
Cost Analyst	Champion Spark Plugs	Jul 85 / Oct 87
Tax Officer	Inland Revenue	Jan 83 / Jun 85

Personal Profile & Attributes

I am an experienced IT leader who has successfully deployed technology as a business enabler with the ability to lead and deliver change. I am focused on adding value through increasing business efficiency, improving revenue streams and ROI. I have set standards, procedures and processes that underpin and enhance our technology offering. Technically qualified with an ability to tactically and strategically work, as well as demonstrating a high level of financial control and understanding. I continuously set high standards of capability, action and discipline whilst encouraging open communication and providing good stakeholder management.

Career Detail

April 18 / Present

SPS Sportsoft / SportPesa

Head of IT Operations & Service

Online sports betting and casino product with a new product offering to UK and Europe. Establishing a presence in the UK for its UK/Euro HQ. Forecasting to manage an IT Team of approximately 40 focusing on Service, Systems, Dev Ops Network and Security Operations.

- Managing an IT Budget of £6m
- Managed teams across IT Service, Systems, Network, Security and Dev Ops.
- Incorporated AWS (back end) and Azure (front end) Cloud services for new market mobile apps.
- Instigated and lead global consolidated data to a Private Cloud GreenPlum Datawarehouse
- Introduced a global ITSM tool and Service Desk.
- Planning and currently deploying a global NOC and SOC resource aligned with ISO27001 accreditation requirements.
- Incorporated an Agile Dev Ops resource and operation to facilitate deployments aligned with the business expectations.
- Set up a global Project Management Office supported by a Business Analysts ensuring the right requirements are gathered and placed into the Project demand pipeline.
- Introduced robust back up solution for Production and test environments.
- Designed technical element of a new office to locate up to 150 employees, including Audio visual and collaborative tech.

Jan 05 / Feb 18

Genting Casinos UK Ltd

Head of IT

The UK's largest casino operator with 41 casinos including Resorts World Birmingham generating income of £310m with an on line offering of £130m, we are a fully owned subsidiary of Genting Malaysia. I have the responsibility to deliver a first-class IT service to our UK customers and business users; this is underpinned through ITIL methodology and a strategy that ensures technology is a business enabler. I lead a team of 20 IT Professionals managing Service Delivery, Infrastructure, Network, Systems and Application Support. I have managed an average annual IT budget of £5m. I have reported to a CTO, CFO and a COO.

Achievements

- Set the IT strategic plan to transition and deliver an ITOM for the next 5 years, including transition to cloud and incorporating a middleware platform (TIBCO) to enable an event driven enterprise as well as remove reliance upon point to point application integration.
- Set design standards for solution architecture ensuring a best of class and the least complex solutions fit.

- Leading the IT team towards providing the solutions for a £150m UK leisure resort incorporating the best technology for the customer journey; including solutions for audio visual, real time contact, presence analytics, hotel, leisure and landlord management systems.
- Incorporated the IT Working Group that engages effectively with the business and is an accepted forum to plan, authorise and deliver business demand, innovation ideals, performance and strategy.
- Technical project Lead on deploying a £2.1m (2013: forecast £4.5m spend) Loyalty system that provides real time linkage to game play and customer tracking and engagement. I procure 50% of this budget and this included the design and deployment of bespoke Loyalty kiosks, which now issue annually 900k Genting Rewards vouchers to our customers.
- Deployed and gained business confidence in an ITIL accredited Service Desk and process that underpins 4 discrete business Service Divisions. Incidents, problems and change are all included within a robust and efficient E2E process.
- We have embraced “BYOD” and introduced technology with secure processes for the mobile work force, ensuring the risk to the corporate network is mitigated.
- Successfully delivered several firewalls, network infrastructure, desktop and server refreshes in line with agreed strategic lifecycle and budgetary plans.
- Manage the IT Disaster Recovery and Business Continuity Plans this includes practical demonstration, continuous risk and impact assessments.
- Incorporated 3 generations of MPLS technologies, the most recent being the introduction of fibre data links to all sites, improving business efficiency and providing a pivotal and scalable business platform.
- Deployed virtual server technologies that deliver our central, Loyalty (revenue system) and casino management systems. This technology has removed time and cost overheads for support and notably an annual power saving of £110k across casino sites and data centres.
- Sourced, negotiated and implemented a Printer managed service saving £450k over 3 year bringing uniformity in product and reduction in complexity of support.
- In house development of bespoke web based (.Net) Applications for a London CRM for major players, an HR Training Library for 3,600 employees and a London VIP car management diary.
- Introduced secure carrier class Wi-Fi service to all sites, this is being utilised by customers and is beneficial for marketing and loyalty engagement.
- We have network acceleration and optimisation technology that delivers our own network Quality of Service and we reduce WAN traffic at each site by an average of 39%.
- Incorporated suitable Comms/Server Rooms in all Casinos, previously no such resource existed and is required for our casino and leisure offering for Loyalty, Gaming Systems, Applications and Audio Visual systems.
- Tendered and deployed a UK web hosting IAAS for our Genting web gaming platform, this solution cost less than any other internal or external hosting options. Comparatively saving £50k (£140k for Year 1) annually.

Jul 01 / Jan 05

Stanley Leisure Plc/Stanley Racing Ltd

IT Manager

The 3rd largest UK Bookmakers at the time generating turnover of £700m with expectations of £43m EBITDA (sold to William Hill in 2006). Reported to the IT Director and managed a team of 6 that delivered IT to the head office, sports betting division and the twenty regional offices for the Betting shop division. Technology was successfully delivered for Satellite information systems, Finance, Business Intelligence, HR, payroll and Main Board systems.

Achievements

- Implemented a Data Warehouse through select ETL from report constrained central EPOS systems. This automatically distributed (through Business Objects) hourly and daily reports for KPI's, replacing a manual orientated weekly issue. This insight service provided right time odds analysis for action and the business was also able to reduce cost by removing 6 FTEs in Finance.
- Implemented resilient satellite feed into sports betting division and out through resilient data links. This provided constant delivery of all betting prices to 633 shops allowing for automatic updates and enabling a reduction of 10 FTE in the sports compilers department.
- In line with the corporate strategy we deployed secure web infrastructure and services to manage sports betting, this included firewall and web security software suites.
- Planned and delivered an onsite data centre and DR Site that also was utilised for the StanleyBet sports betting web sites, this alone saved annual off shore hosting costs of £180k.

May 00 / Jul 01

Sefton PCT (NHS)

IT Manager

Project managed, implemented and supported a central Clinical Data Bureau for 20 General Practices utilizing MPLS fixed circuits and Citrix desktop.

Achievements

- Removed the complexity of General Practice sites having to manage their own IT and at the same time ensuring there was uniformity of medical systems across the PCT. IT running costs were reduced by £160k across the Practices.

Jan 1983 – Jan 2000 – A part qualified Accountant - Champion Spark Plugs (1985 – 1987) Carnaud Metal Box (1987 – 1989) Edward Billington & Sons Ltd (1989 – 1996) Weddel Swift Ltd/Twin Trade Ltd (1997 – 1999).

Roles from Cost Analyst, Plant Accountant, Divisional Accountant and Financial Controller. I have gained a broad commercial experience covering system design, operational procedures, company legislation, process design and financial analysis. I have supervised and managed staff since 1987.

Achievements

- Issued an ITT for a bespoke commodity trading system and produced the specification through to deploying this system across 3 trading companies. This system was able to calculate spot and forward trade exposure for forecast and risk management detail. The system achieved a ROI after 18 months with a reduction of 4 FTEs in the back office and a quicker resolution process to trade against forward losses on contracts.

Education & Qualifications:

Prince 2, CCNA, MCSE, CIMA Stage 3 PQ, HNC Business & Finance