

# Stuart Baker

Group Director of Global Sportsbook Products at Intralot

stuart@bettingbaker.com

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## Summary

20+ years experience in the Betting & Gaming industry.

2 years B2B/B2C Chief Product Officer

2 years B2B Head of Product

2 years B2B Director of Product Development

1 year B2C Head of Sportsbook and Business Development

6 years in B2C eGaming Product/Business Development.

4 years as a Fixed Odds Sports Trader.

3 Years as a Sports Spread Betting Trader.

Specialties: Comprehensive experience and knowledge of the Gambling and eGaming industry with a proven track record in Product Management, Product Owner, Chief Product Owner, Sportsbook and Horse Racing Management, Odds Compilation, Trading and Trading Software, Risk Management, Customer Profiling, Social Gaming, Jurisdictional Licensing, New Business and New Product Delivery.

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## Experience

### **Group Director of Global Sportsbook Products at Intralot**

June 2016 - Present (10 months)

### **Chief Product Officer at BetConstruct**

February 2014 - June 2016 (2 years 5 months)

Building a new Gaming and Sportsbook Platform from the ground up ... don't try this at home.

Armenia/UK (B2B) - Chief Product Owner for New Multi-Product Platform and New Sportsbook.

Change to Agile (DAD). Trading Tools and Processes. Liability Management. Risk Management. Odds Feed. Jurisdictional Compliance. CRM. Multi-Product Bonus Engine. CMS. Affiliate Program. Partner Management. Pre-Sales. Online. Retail.

### **Head of Sportsbook Product at OpenBet Ltd**

October 2011 - October 2013 (2 years 1 month)

Owner of Sportsbook roadmap - Trading Interface, Liabilities, Telebet, Feeds, Settlement Engine, Bet Placement, Jurisdictional Compliance, Front End data delivery ...

### **Director Development at Sportradar AG**

September 2009 - August 2011 (2 years)

Development & Sales - Live Betting Solutions, Sports Data (Live Scores, Statistics, Fixtures, Results),  
Hosted Solutions, Live Match Centres, Trading Tools, Mobile Solutions, Fantasy Betting, 3D Tracking,  
Fraudulent Betting Monitoring ...

**Consultant - Sportsbook & Business Development Director at Begawin.com**

September 2008 - September 2009 (1 year 1 month)

Head of Sportsbook - Trading, Marketing, Operations, Budget and P&L responsibility.  
Development - New Products, New Business.

**Head of New Product Development at Ladbrokes**

September 2004 - September 2008 (4 years 1 month)

New Products, New Business, New Ventures, New Partners, Enhancing existing products.  
Sportsbook, Games, Bingo, Financial Betting, Cross Product ...

**Head of Sportsbook Development at Ladbrokes**

December 2003 - September 2004 (10 months)

**Online Development Manager at Ladbrokes**

April 2003 - December 2003 (9 months)

**Senior Risk Manager / Trader at Bet Direct**

March 1998 - April 2003 (5 years 2 months)

**Sports Spread Betting Trader at City Index**

June 1995 - March 1998 (2 years 10 months)

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## Test Scores

**Verbal & Numerical Reasoning**

July 2006 Score:99th Percentile

In the top 1% as measured across Pan European executives

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## Volunteer Experience

**Team & Pitch Coordinator at Cronk Cunis U21 National Rugby Festival**

August 2006 - Present

Annual volunteer and general dogsbody

**Stage Volunteer at Tour of Britain 2014**

September 2014 - Present

Team member at Stage 6 - Bath to Hemel Hempstead

## **Games Maker at London 2012**

August 2012 - Present

Team member in the Transport Team at the Media and Broadcast Centres in the Olympic Park.

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## Skills & Expertise

**Betting**

**Gaming Industry**

**Product Development**

**Sports**

**New Business Development**

**Trading**

**Sportsbook**

**Online Gambling**

**Online Gaming**

**E-commerce**

**Casino**

**Product Management**

**Gambling**

**Affiliate Marketing**

**Mobile Devices**

**Online Advertising**

**Team Management**

**User Experience**

**Gaming**

**Business Development**

**Digital Marketing**

**Start-ups**

**Bingo**

**Management**

**B2B**

**E-payments**

**Consulting**

**Software Development**

**Mobile Applications**

**Strategy**

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## Education

**University of York**

BSc, Economics, 1989 - 1993

Activities and Societies: 1st XV Rugby, 1st XI Cricket

**Cranleigh School**

Maths Scholar, 1983 - 1988

**Handcross Park School**

1977 - 1983

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## Certifications

### **Disciplined Agile Delivery Product Owner**

Disciplined Agile Consortium     July 2014

### **Key Individual Certificate**

Alderney Gambling Control Commission   License 150.04 C2A     December 2014

### **Certified Disciplined Agilist (CDA)**

Disciplined Agile Consortium     July 2015

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## 2 people have recommended Stuart

"Stuart was the biggest reason I accepted an offer at OpenBet and it was an honor working with him. Always calm and thoughtful he has the natural ability to choose the best solution to any given problem and align my road-map to the company's strategy and goals while keeping work fun. He builds moral within his team and has natural insight into product management and people management making him an asset to any business. I know Stuart puts people first and for this reason people want to work with him. To me, Stuart is the most knowledgeable person I know in the Sportsbook and gaming market and I cannot thank him enough for taking the time to ensure I had a full understanding of my requirements before implementation. Complicated terms were made simple by his creative (and fun) explanations. If asked, I'd work with Stuart every day of the week! If you are looking for a product leader - look no further, you have found who you are looking for."

— **Brendon Spronk**, reported to Stuart at OpenBet Ltd

"Stuart is the ideal person to have by your side when the heat is on. You can rely on him to keep a cool head and identify a way forward when the pressure is mounting, relishing any task that requires some quick, logical thinking to reach a solution. I worked with Stuart for a couple of years, initially as a direct report and then with a dotted line after a restructure. He offered me tremendous amount of support as both a manager and a colleague in all the projects we worked on and I would not hesitate to work with him again."

— **Michael Morgan**, reported to Stuart at Ladbrokes

[Contact Stuart on LinkedIn](#)