

Jonathon Rhodes

Retail Operations Director: delivering support and content management services to the betting industry

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Summary

A seasoned executive with both strategic and hands on experience delivering solutions and services. Excellent customer service, relationship and stakeholder management skills. A long track record in operational efficiency, project delivery, and developing products and services. Over twenty years' experience in the betting industry, the last seven in senior management roles.

Experience

Retail Operations Director at OpenBet

May 2010 - Present (6 years 11 months)

Management of retail operations supplying services to 8,000 sites, comprising customer support, project delivery, technical services, production, repairs, content management services and account management.

- Managed budgets in excess of £5 million
- Consistently delivered service KPIs tailored to clients' requirements, measuring performance in remote, field and central system support.
- Successfully outsourced service desk and field engineer operations.
- Rollout of bespoke hardware solution to 540-site retail estate, completed outside of shop opening hours. Full replacement of EPOS and 16-screen video display solution at each site within a 3-hour window.
- Transformed content management service from loss-making to six-figure profit per annum through operational efficiencies, migration of customers to new products and improved service delivery.
- Designed and launched international services in Italy and Canada.
- Relocated manufacturing and repair facility with no service downtime, saving £150k pa.

General Manager at OpenBet

March 2011 - July 2012 (1 year 5 months)

Acting General Manager reporting to Group CEO with overall responsibility for retail division.

- Installed new senior management and sales teams.
- Reorganised retail division to better manage the customer journey from pre-sale to production.
- Delivered operational savings of £800k per annum.

Head of Studio at Alphameric

January 2007 - May 2010 (3 years 5 months)

Content management service supplying 1,200 independent bookmakers with display screen and EPOS services.

- Improved customer satisfaction rating by 40% within 12 months.
- Established NexGen EPOS service to provide migration path to new hardware platform: 0 to 350 sites in 12 months.
- Delivered automation project with staff savings of 30%.
- EPOS product manager, responsible for development roadmap.
- Managed rebranding and consolidation of display screen services.

Shop Communications Manager at Tote

July 1999 - January 2007 (7 years 7 months)

Management of Totesport studio supplying retail estate (500 sites) with display screen and EPOS services.

- Integrated three separate studio teams, saving 30% in staff costs.
- Duties included helpdesk management; providing support services to 3,000 shops. Grew helpdesk from single product support to maintenance of all retail hardware (EPOS, display, FOBTs, AWP's).
- Responsible for testing and development of EPOS and display screen software.
- Management of retail supplier relationships.
- EPOS product owner for Totesport, driving development strategy.
- Managed rollout of EPOS system to Totesport estate.
- Designed user acceptance test cases for EPOS and display system.
- Designed training programme for shop staff.

Betting Shop Manager at Tote

January 1994 - July 1999 (5 years 7 months)

Management of betting shop including staff supervision, bet settlement, paper display, in-shop marketing and cash management.

Betting Shop manager at Demmy Racing

1992 - 1994 (2 years)

Management of betting shop including staff supervision, bet settlement, paper display, in-shop marketing and cash management.

Skills & Expertise

Gaming Industry

Team Management

Product Management

E-commerce

Management

Gambling
Team Leadership
Change Management
Operations Management
Gaming
Online Gaming
Strategy
Customer Service
New Business Development

Projects

BCLC - Promote integration

January 2014 to Present

Members:Jonathon Rhodes

A twelve-screen video wall was installed in BCLC's Starlight Casino, British Columbia. OpenBet's Promote display system was used to drive the content management service, which was delivered from OpenBet's offices in the UK. We worked with BCLC on the design and content, producing an eye-catching service specifically designed to drive sign-ups to BCLC's PlayNow.com website.

Betting event data (pre-event and BIP) was integrated with live video and social media content to deliver a cinematic experience.

The challenge of supplying content management services from 10,000 miles away, in a different time zone and from existing resource was considerable but successfully delivered to a very high standard.

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1 person has recommended Jonathon

"I reported to Jon during his time as Head of Studio through to General Manager for Openbet Retail. During this time Jon made great improvements to the the services provided by OpenBet ensuring that SLA's were consistently met whilst also reducing resource costs. Jon leads by example at all times and was always a pleasure to work for."

— **Ian Cooke**, *Commercial Analyst, OpenBet*, reported to Jonathon at OpenBet

[Contact Jonathon on LinkedIn](#)