

# Rob Gallo

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## Overview

An accomplished operational leader and marketing specialist with a strong portfolio of successes including 24 years of experience in a number of high profile roles in online gaming. Made major contributions to organizational profitability and improved brand visibility through the development, orchestration and execution of international and domestic marketing campaigns.

Significant expertise and experience in successfully navigating the many mechanisms, technologies and varying gaming regulations across the globe. Ability to effectively strategize new ventures and identify viable opportunities within the online gaming sector.

Offering in-depth knowledge of the online gaming industry combined with the ability to focus on the many revenue-generating opportunities therein. Some key features include:

- Extensive top level contacts within the online gaming industry
- In-depth knowledge of global online gaming markets (with a strong US focus)
- Able to identify new opportunities presented by regulatory changes
- Exemplary motivational and people management skills
- Personally vetted in multiple gaming jurisdictions; (Malta, Alderney, Curacao, Antigua and 14 US States)

## Qualification Highlights

<ul style="list-style-type: none"><li>✓ Executive Leadership</li><li>✓ Business Development</li><li>✓ Strategic Planning</li><li>✓ Operations Management</li><li>✓ Sales and Marketing</li></ul>	<ul style="list-style-type: none"><li>✓ Online Gaming Executive</li><li>✓ Client Relations</li><li>✓ Team Development</li><li>✓ Skilled Communicator</li><li>✓ Project Management</li></ul>
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- ☆ Increased per player values by as much as 45% through internal company wide initiatives which empowered every facet of the company from Accounting to Customer Service.
- ☆ Boosted online gaming revenue by 400% through effective market segmentation using key demographics and psychographics of diverse consumer groups thus creating highly targeted promotions and personalized player incentives.
- ☆ Elevated market penetration through organic growth and expert consumer research, along with the optimization of marketing trends in the affiliate community.

### ARB Interactive - Miami, FL / USA

**Chief Operating Officer** - February 2024 - November 2024

A Social Casino (sweepstakes) operator who I was originally recruited as a CMO candidate, but after meeting with the CEO and several board members, it was mutually decided to hire me for the COO role.

Set the foundation for making ARB Interactive THE best place to work through creative initiatives designed to create a sense of community and belonging to the global remote workforce. Grew staff (remote) from 30 to 90+ in 10 months and revenue 4x in the same time frame. Designed and initiated the UX/UI overhaul project. Helped negotiate game provider service agreements. Developed detailed tech stack evaluation in order to consolidate overlapping services and reduce costs.

#### HIGHLIGHTS

- ☆ Successfully negotiated tier 1 operator game suppliers agreements with favorable terms.
- ☆ Created the End User persona framework to generate hyper personalized messaging and promotions.

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### Peak Gaming Group - West Palm Beach, FL / USA

**Founder & President** - June 2010 - present

Peak Gaming Group is a full service online gaming consultancy firm focused on helping small to mid-sized gaming companies expand their brands to broader local, national and international markets.

Designed, developed and implemented custom client referral program increasing clients new lead generation by 300% in first 3 months. Successful contract negotiations resulting in as much as a 75% cost savings for clients. Day to day operational management includes; marketing plan development, advertising layout, design consultation and execution of new customer acquisition initiatives. Also provided in-depth research & design and implemented product placement deals and co-op advertising opportunities for clients.

#### HIGHLIGHTS

- ☆ Successfully negotiated (from cold call to closing), a sponsorship deal between Evander “Real Deal” Holyfield and Gioia International Ltd. (Parent company of RealDealPoker.com).
- ☆ From concept to creation, used traditional and guerrilla marketing techniques at live event marketing venues to increase customer base by 500%.

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## Gioia Systems LLC - Denver, CO / USA

### **Chief Executive Officer** - December 2010 - August 2011

What began as a consultancy in early 2010 quickly escalated into overall management of the entire company, including a migration of the B2C model to B2B. The company is currently seeking new capital investment to maximize use of its patented technology.

Role included development of all advertising, public relation and communication initiatives for the business unit. Fostered plan for product positioning and developed and oversaw a new marketing plan strategy. Led integration team throughout all new client implementation meetings. Other important duties included strategic development leadership and execution of investor meetings.

### **HIGHLIGHTS**

- ☆ Managed all advertising, PR and internal communications to support product.
- ☆ Initiated and managed all negotiations to license the company's patented technologies.

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## Sunpoker.com - St. Johns, Antigua

### **Founder & Chief Executive Officer** - August 2001 - July 2010

Started the company from concept and strategy, including the development of the overall marketing plan and strategic objective. Managed the staff to implement the plan and subsequently became the largest licensee on the Cryptologic poker network in January 2007.

Orchestrated the annual operational budget of ~US\$2.4 Million, Gross Sales ~US \$30 Million, 600,000+ registered users, 5500+ marketing affiliates and 40+ employees across all departments - Finance, IT, Sales and Marketing, HR, Office Administration and Customer Support. Day to day functions included direct management of teams, focus on brand positioning, marketing strategy, advertising and public relations. Ensured our compliance managers were abreast of the latest regulations. Other important duties included leading strategic development and creative team marketing meetings.

### **HIGHLIGHTS**

- ☆ Implemented employee KPI scheme which resulted in increasing gross sales by 400% and a per player profitability increase of 45% over a 3 year period.
- ☆ Raised \$173,000+ for the Wounded Warrior Project by running a successful charity event.

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## OMNI Casino - St Johns, Antigua / West Indies

### **Founder & Chief Executive Officer! ! November 1997 - July 2010**

As the first licensee of Cryptologic Inc., Omni Casino was one of the first online casinos in the industry overall, and became revered as the most secure and most trusted brand in the online casino market.

Role included the initial concept of design, layout and theme of casino software. Oversaw the customization team build of the product, and was instrumental in the implementation of key gaming features. Achieved 120% ROI in first month of operation and continued for 153 consecutive months of profitability. Managed gross gaming handle of ~\$430 Million, 300,000+ registered users, 5500+ marketing affiliates and 40+ employees.

### **HIGHLIGHTS**

- ☆ Won over 30 industry awards including: Best Customer Service (2005), Fastest Payouts (2005, 2006), Best Online Casino (2006) by Card Player Magazine
- ☆ First online casino to sponsor a live televised sporting event (The 2001 Hamlet Cup Tennis Championships)
- ☆ Successfully negotiated a unique product brand aligned with Warner Brothers Studios characters through a company subsidiary
- ☆ Securely transacted over \$4 Billion through company's online eCommerce provider.

### Referrals

With many respected contacts in the gaming industry at various levels, references can be provided upon request.