

## **Adam Ford**

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### **Profile**

Having worked in the same industry for over 15 years, I am now looking to move into the next phase of my career and secure a challenging and rewarding new role in another company. I feel the varied skills, knowledge and experience I have gained in my previous positions can easily be transferred to many different roles, to which I feel I could contribute to, thrive in and be an asset to any company. As my work experience shows, I have a history of progression and continuous improvement, resulting in internal promotions. This shows resilience and loyalty to my employer, as well as continuing to better myself.

### **Key Competencies**

- Team player – always willing to help others, occasionally to the detriment of myself but never to the people around me.
- Communication – able to get the point across without issue, whilst always listening to others and taking their views into consideration.
- Decision making – Able to make decisions under pressure and in pressurised situations, enjoy working to deadlines and am able to prioritise incidents in order of importance .
- Analytical – Able to look at a situation and think about what is currently happening and what COULD happen, and work out how to prevent this or worst case scenario, from happening again.
- Hardworking – Will always go above and beyond enthusiastically, will always finish a task to completion. Happy to undertake anything asked of me.

### **Experience**

#### **Anti-Money Laundering and KYC Analyst/Customer Due Diligence Analyst - The Football Pools (Liverpool) - June 2023 - November 2023**

##### Roles and Responsibilities

- Reviewing and analysing customers to ensure that betting funds used are from legitimately derived income.
- Addressing and identifying any Safer Gambling and/or affordability concerns.
- Ensuring that Source of Funds information received by customers is genuine.

- Working closely other teams to ensure customers are provided appropriate Safer Gambling support when necessary.
- Speaking to customers who are flagged for review in relation to Safer Gambling restrictions and the implementation of such measures.
- Raising internal SARs via the department team leader where suspicious money laundering activity has been identified for further consideration by the MLRO, which would then be escalated to the NCA if necessary.
- Liaising with other departments such as the Trading team to provide support with regards to internal AML/RG concerns in relation to customers.
- Provide advice, respond to queries and act as a point of reference in relation to AML issues.
- Dealing with DPA requests from the Police in relation to customers suspected of being involved with criminal activity – this would usually involve giving the authorities any relevant data held by the company on a particular individual.
- Barring customers suspected of criminal activity.
- Produce detailed summaries and profiles of threshold customers ensuring any escalations to key stake holders are done at the required points.

**Retail Anti-Money Laundering and Customer Insight Analyst/Customer Due Diligence Analyst – Entain PLC (Ladbrokes and Coral Retail Premises) – October 2017- February 2023**

Roles and Responsibilities

- Reviewing and analysing customers to ensure that betting funds used are from legitimately derived income.
- Addressing and identifying any Safer Gambling and/or affordability concerns.
- Ensuring that Source of Funds information received by customers is genuine.
- Working closely with Digital and Player Protection teams to ensure customers are provided appropriate Responsible Gambling support when necessary.
- Liaising with the Digital team to gather full details of cross product 'Multichannel' customers.
- Raising internal SARs via the department team leader where suspicious money laundering activity has been identified for further consideration by the MLRO, which would then be escalated to the NCA if necessary.
- Liaising with other departments such as the Trading team to provide support to shop colleagues with regards to internal AML/RG concerns in relation to their cliental.
- Provide advice, respond to queries and act as a point of reference in relation to AML issues.
- Dealing with DPA requests from the Police in relation to customers suspected of being involved with criminal activity – this would usually involve giving the authorities any relevant data held by the company on a particular individual.
- Barring customers suspected of criminal activity from the retail estate.
- Produce detailed summaries and profiles of threshold customers ensuring any escalations to key stake holders are done at the required points.
- Dealing with immediate concerns and issues arising within the retail estate.

**Audit Assistant – Coral Racing Risk, Security & Audit Department (Head Office Stratford): Jan 2014 – October 2017**

Roles and responsibilities:

- Main role of auditing betting shops to ensure profits of the business are protected, be it through staff incompetence or customer and/or staff fraud.
- Investigating these issues when they occur, using the skills I have learnt and using the software and information and systems to their full use to ensure a swift outcome.
- Dealing with shop queries in a prompt, polite and effective manner.
- Giving advice on compliance and being the first port of call for potential AML situations, knowing when and who to escalate them to when required.
- Training of new starters- A real pleasure and honour to be chosen regularly to be the first person in the department to be delegated with new starters, due to my knowledge and expertise and confidence from management to make sure they get an excellent start to their career in the department.
- CCTV – proficient in the use of the SSM CCTV system, this has been invaluable in dealing with many situations that occur in the business.
- Using formulas and sequels on the EPOS systems in the retail estate to follow up on potential fraud enquires and to ensure no stone doesn't get overturned when investigating staff members/fraud.
- Created a well received OpenBet User-guide to help the department better use the system and its functionality and also for any potential new starter who may be struggling to use it.

### **Deputy Manager – Coral Racing (Esher) – January 2009 – December 2013**

Roles and responsibilities:

- Taking bets, and dealing with betting queries in a polite and efficient manner.
- Managing colleagues whilst on shift and dealing with any issues escalated to me from within shop, and completing staffing rosters and ensuring shifts are covered.
- Banking duties completed on a daily basis, requiring excellent attention to detail and ensuring amounts required to be banked as per designated parameters are accurate.

### **Managers Assistant: - Coral Racing (Esher) – June 2008 – January 2009**

Roles and responsibilities:

- Taking bets, and dealing with betting queries in a polite and efficient manner.
- Following direction from manager, doing tasks required of me.
- Excellent cash handling experience.

## **Education, Key Skills & Training**

- 10 GCSES A-C Grade; English, English Literature, History, Geography, Mathematics, Physics, Religious Education, French, Biology and Chemistry
- 4 AS Levels; History, Government and Politics, I.C.T and Psychology
- 3 A Levels; History, Government and Politics and I.C.T
- International Compliance Association Certificate in Money Laundering Risk in Betting and Gaming – **Course passed with Distinction.**
- Attended Southampton Solent University – Sports Studies (Left course before completion due to serious family illness)
- Microsoft Office; including Excel, Teams, Word and Outlook.
- Proficient on systems such as SSM CCTV Software, OpenBet, BGT and RingCentral.
- 2 Fire safety training courses completed – one of the designated Fire Marshalls in my department, ensuring compliance from other colleagues in fire drills and any other alarms occurring in a swift and prompt manner.
- Excel course attended and completed to improve knowledge of Excel, its functions and better improve my overall use of the software.
- Attended various conflict management courses and decision making workshops to compliment our day to day roles and improve on our current mind-sets.