

# Valerio Miccio

## Objective

I am a professional, motivated, hardworking individual who enjoys working to a high standard. I am quick to understand and learn and always willing to improve my skills and knowledge for professional and personal development. I thrive on pursuing new challenges within a role that continues to develop the managerial, operational and project management skills I acquired and to compliment my expertise in the online gaming industry. My objective is to repeat previous success stories where I achieved outstanding results by maximizing turnover, company profits, customer satisfaction and NPS scores, keeping a 360° view of the business.

## Experience

06/2012 - Present

William Hill Online

Gibraltar

### *Italian Product Manager*

- Coordinate with marketing team the **brand** proposition strategy and be responsible for the planning and implementation of the operational support aimed to maximize acquisition and retention.
- Define the **product** development roadmap and operational structure required to support the brand strategy aiming to maximize actives, turnover, profits and customer satisfaction.
- Lead the **delivery** team's projects execution providing clear and comprehensive business requirements; be responsible for their prioritization, review and release sign off.
- Plan and coordinate the roll out of the **promotional** activities, arrange their operational support for daily execution aimed to generate extra incomes.
- Coordinate ad hoc **pricing** strategies with the trading department and monitor closely their profitability thriving to increase share of wallet within the territory.
- Maintain and review regularly competitors and produce **comparison** gap analysis on product range, features, mobile products, promotions and pricing to bring the overall customer experience to the highest industry levels.
- Monitor **industry KPIs'** to identify trends and react quickly to maintain the market lead.
- Review with marketing teams preferred distribution channels (**place**) mapping out clear channel strategies for product development.
- Lead the Italian sportsbook **operation**, assigning team's responsibilities and tasks prioritization focusing on providing our customers with the best possible gambling experience.
- Exploit **cross-sell** opportunities and new features/gimmicks rollout in order to drive Sport punters to Casino games.
- Define with CRM teams a strong and clear **communication** strategy, profitable promotional activities to improve email OR/CTR and **retention** rates and organize operational support for segmented Mobile notifications to target customer across all devices/platforms.
- Provide daily/weekly **KPI's analysis** and reposts to internal stakeholders as and when required.
- Lead projects for **regulatory** authorizations of all our gaming platforms, casino games releases and betting propositions; coordinate and maintain **compliance** documentation and business processes.
- Maintain strong relationships with Italian regulator and attend regular **lobbying** meetings.
- Ensure that **customer support** teams receive adequate briefing on promotional activities and product development, arranging training materials and dedicated sessions where required.
- Assist **VIP** Manager with top-players activity ensuring they receive prompt resolution to escalations.

# Valerio Miccio

## Past

Experience 03/2010 - 06/2012 William Hill Online Gibraltar

### *Italian Territory / Website Manager*

- Deliver Website content in compliance with regulations
- Ensure all customer facing apps and services are working to specification
- Responsible for all CRM activities
- Deliver gaming platform project required for casino license acquisition
- Deliver games projects required for casino games authorization
- Italian product performance, trends and customer growth analysis
- Competition Benchmarking
- Assist in Business analysis for delivering competitive products
- Lead UAT testing and QA for software products
- Deliver documented guidelines and training support for the Customer Retention department
- Product performance monitoring and reporting

03/2009 - 09/2009 William Hill Online Leeds

### *Test Analyst*

- Define user requirements to prepare test plans
- Prepare test plans and propose improvements to test procedures related to the business area of expertise
- Create/run scripts to validate requirements
- Execute testing assigned from Senior Test Analyst
- Report results and issues of test procedures
- Defect management
- Utilization of Quality Centre test management tool
- Mentoring and support of system testing team members
- Providing management reporting as and when required
- Providing support for UAT testing team

02/2006 - 02/2010 William Hill Online Sheffield/Gibraltar

### *International Customer care*

- Strong understanding of customer preferences, priorities and frictions.

# Valerio Miccio

---

<b>Education</b>	1998-99	<u>University "Federico II"</u>	Napoli, Italy
		<b>Information Technology Engineering</b>	
		<ul style="list-style-type: none"><li>▪ Math</li><li>▪ Programming</li></ul>	
	1992-1997	<u>Institute of Information Technology "R. Elia"</u>	C/Mare Napoli, Italy
		<b>Information Technology</b>	
		<ul style="list-style-type: none"><li>▪ Diploma IT Consultant</li></ul>	

- Skills** 10 years' experience in online gaming industry
- Making things happen!
  - Fluent Italian and excellent English verbal and written communication skills
  - Commercial mind-set and clear control of operational profitability
  - Data-driven with excellent analytical and problem-solving skills
  - Self-motivated and enthusiastic approach to work
  - Focused on improving customer experience
  - Ability to develop new procedures and systems, both computerised and manual
  - Ability to write concise reports an advanced user of Excel
  - Effective written and verbal communication and excellent presentation Skills (PowerPoint / Prezi)
  - Proficient user of several Back Office applications (OpenBet, Playtech IMS, Gameaccount, Virtue Fusion, Right Now, Probability)
  - Good understanding and practice of Agile development methodologies
  - Good knowledge of Project management applications (Aha, Jira, Confluence and Trello)
  - Excellent relationship building skills
  - Organizing work and others and ability to fully train staff
  - Willingness to travel and work away

**Interests** Sports and Online Gaming, motorbikes, technology, innovation, Big data.

**References** Available on request