

## **Andres Varela – Online Gaming Specialist, Product & Marketing**

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Production, marketing and project management skills with extensive experience of brand and product and site management, both as an individual and within teams. A genuine web pioneer I have had the opportunity to work in a range of areas before role definitions and demarcations existed.

*Specialties* Production and marketing management for online gambling, e-gaming, gaming, fundraising and consumer websites. Have worked within marketing and advertising agencies for international brands, as well as within corporations handling global Intranet development for hundreds of thousands of users. Within gambling specifically I have significant experience across soft gaming, poker and exchanges.

*apr 2007 – dec 2008* **MANSION (Gibraltar) Limited – Marketing & Portal Product Manager - Gibraltar**  
As Marketing Product Manager I was responsible for requirements gathering, specification and delivery verification for Marketing products for both MANSION and Casino.com. My primary activity was requirements gathering and coordination with IT's project management team.

By the end of 2007 I had also 'temporarily' taken over the additional role of Portal Product Manager. New candidates were selected and interviewed, yet no replacement was found.

- Led and Project Managed multi-disciplined teams on an ad hoc basis, for example in MANSION's betting exchange migration.
- Gathered and presented business requirements for development of multi-lingual site support, localization requirements, CMS development and implementation.
- Selected and controlled the third party site performance and visitor behavior tools: Webmetrics and Omniture's Site Catalyst.
- Tracked and reported KPIs at exec level and to other areas of the business, to steadily improve performance in line with specifications which I generated.
- Developed business specification of a new multi-million marketing campaign system, and a forthcoming advanced affiliate system.

By mid-2008 the business wanted to permanently relocate me to Tel Aviv to work even more closely with the software development team, training up an assistant to deal with the workload. Declining the transfer, my final months with MANSION involved the development of new portals for MANSION and Casino.com and also the migration to Playtech's affiliate systems ahead of the integration to Tel Aviv's new affiliate system planned for 2009.

*jan 2006 – mar 2007* **MANSION (Gibraltar) Limited – Poker Product Analyst - Gibraltar**  
Reporting to the new Head of Poker, my role rapidly became one of analysis based on the poker data cube with duties which included daily KPI reporting to the executive team and ad hoc analysis for Marketing and other areas of the business. In my Product development role, I coordinated JIRA tickets related to the Poker Product. Beyond the strict Poker role, I gathered business requirements and wrote proposals on behalf for other areas of the business.

*nov 2005 – dec 2006* **MANSION (Gibraltar) Limited – Poker Product & Marketing Manager - Gibraltar**  
Reporting to Head of Poker, I was his first hire for the team and coordinated product development and worked as the liaison between "the Poker Business" and our inhouse Marketing team. With various specialists in offline, affiliate marketing SEO etc, my experience in all these areas helped ensure that Poker's requirements were met.

In Product Management, largely involved coordination of change requests and fixes with supplier Cyberarts and MANSION. Over 1,365 tickets tracked and closed in the period.

sep 2004 – **betbull plc – Product & Marketing Manager - Gibraltar**  
oct 2005 Start-up funded by two of the industry's leading names: FUN Technologies (formerly CES Software, the people behind Cryptologic) and Bwin.com (one of Europe's largest sportsbooks).

Hired pre-launch, pre-stockmarket floatation, the role covered all elements of online marketing, including liaison with the technical and customer care teams. Everything from writing technical and functional specs to defining CRM and SEO policies and planning affiliate activities:

Representing Product & Marketing in a 3 man transition team, coordinated the move across to the GBE network in order to share market liquidity with betdaq and other exchanges.

Following the acquisition of a German betting company, betbull relocated away from Gibraltar, ending my employment there.

apr 2003 - **Novamedia - Site Manager - Amsterdam, Netherlands**  
sep 2004 Operators of the Dutch Nationale Postcode Loterij set up an international online gaming and fundraising site, GoodLot (<http://www.GoodLot.com/>) –a project backed by notables such as Nelson Mandela, Mikhail Gorbachev and Anita Roddick.

I redeveloped site front end, relaunching within weeks of my arrival, replacing external consultants by managing 2 internal coders and 1 Flash specialist:

- Directed (daily) updates of the site content: from functional tweaks to writing news stories
- Designed then supervised development and launch of new games and site features
- Designed then supervised development and launch of backoffice tools
- Reported directly to CEO and board, applying these tools and personal metrics to analyse site performance, campaign performance and visitor behaviour
- Supported sales by applying these tools to track trends and find new ways to increase ROI
- Worked with third party suppliers, eg online payment processors improving site security and anti-fraud controls peculiar to our specific needs
- Worked offline to develop new campaigns, eg designing 'uncheatable' paper gift certificates
- Produced creatives (eg banners and landing pages) for online campaigns, as well as coming up with new ideas for promotions and site events showcasing our products
- Produced and targeted weekly newsletters (copy writing, graphic design)
- Worked with customer care team, contacting players directly where appropriate
- Worked similar role on the sister project, GoodFund.org (<http://www.GoodFund.org/>) which included the design, specification and implementation of an elephant satellite tracking system for Nelson Mandela's 'Adopt an Elephant' programme.

nov 2000 - **Zabadoo - Marketing Manager - working from Netherlands / Liechtenstein**  
dec 2002 PLUS Lotto (<http://www.pluslotto.com/>) is a soft gaming site raising millions for the International Federation of Red Cross and Red Crescent Societies.

- Overhauled entire site design, introducing new features such as a player gallery
- Player conversion increased by 30%, with revenue per player also increasing
- Developed a white-label ('own-brand') system enabling media owners (charities and gaming sites) to operate their own sites, under our license and systems. Responsible for positioning in this new B2B market, I participated in negotiations and account management, often travelling internationally.

With 1 dedicated assistant, and 6 developers my responsibilities included:

- Front end design of navigation, game interfaces and site structure
- Analysis and presentation of competitors, site performance and player behaviour
- Pricing and development of new games and site features
- Creation and implementation of regular site promotions
- Media planning, buying and analysis (inc design of banner creative)
- Development of our affiliate network
- Maintenance of multilingual site versions: English, French, German, Italian, Spanish
- CRM via newsletters and direct contact with individual players where appropriate

*sep 1998 - oct 2000* **Chief Web Designer at Infonet (originally AT&T Unisource) – Hoofddorp, Netherlands**  
Managed the design and information structure of one of the largest extranets in the world, with several hundred thousand users worldwide working within the webteam and international group of software developers in other company offices.

Responsibilities included the look and feel of the multinational's Internet sites, ensuring that geographic and local requirements were accommodated within a branded corporate style. Analysed performance both for internal presentation and also the ongoing strategic development of these corporate and customer-facing sites.

Following the acquisition of AT&T-Unisource by AUCS (which was subsequently taken over by Infonet) I created the brand guidelines for the online look and feel of the two latter brands in consultation with the international offices.

*may 1998 - aug 1998* **Electronic Fundraising Company - Online Marketing Manager - London, UK**  
Formed by Micromedia's executive team (see below), 'Electrofunco' was concerned primarily with two areas of e-commerce: online payment systems (<http://www.Earthport.com/>) and online gaming (PLUS Lotto). PLUS Lotto had just launched a separate initiative that aimed to raise \$1.5bn for charity and create 2000 millionaires for the Millennium: 'Millions2000'.

Arrived at the end of a totally ineffective US\$100,000 media spend and turned this around by creating a pro bono "Benefactors' Programme" featuring Microsoft, Digital, InfoSpace, Wired, LinkExchange and FortuneCity. Ratecard value massively outweighed previous spend. Gratis.

*jan 1997 - apr 1998* **Low Digital - Production Manager - London, UK**  
The new media wing of advertising agency, Lowe Howard-Spink (now Lowe Lintas).

- Managed a permanent team of 3 as well as various freelancers and sub-contractors.
- Responsible for preparation of budget, site maintenance and development.
- Brainstormed within the team on strategic development for various major brands.
- Prepared traffic reports and analysis, presented both internally and direct to client.
- Planned and executed a range of campaigns on behalf of Braun, Baileys, Vauxhall (General Motors in the UK) and Olympus Digital Cameras.
- As well as short term tactical sites for brands like Olympus Cameras, (generally to support campaigns in other media) I managed production and updates.

*feb 1996 - dec 1996* **Associated Newspapers - Web Specialist - London, UK**  
Following the purchase of PeopleBank, The London Mall, and me, my initial responsibilities for the online marketing of PeopleBank extended to other projects and activities:

- Managed a team of 3 developing and maintaining Associated's web properties
- Reporting to the MD of The Daily Mail (a major national newspaper) I evaluated Socccernet (<http://www.socccernet.com/>) for acquisition -and managed its overhaul and relaunch.
- With London's only metropolitan newspaper, 'The Evening Standard', prototyped a cityguide and news site which became 'This Is London' (<http://www.thisislondon.com/>).
- PeopleBank was Yahoo! UK & Ireland's first advertiser, and as media planner/buyer I managed innovative campaigns and production of creative.

*feb 1995 - jan 1996* **Micromedia - Webmaster - London, UK**

- Designed and managed the first online shopping mall in the UK - The London Mall.
- Main purpose was to drive traffic to its sister site, a recruitment project called PeopleBank.

*nov 1994 - jan 1995* **IDT – Intern - Hackensack (NJ), USA**  
Began as a customer care intern at the new ISP, then single-handedly developed a reseller network in stores through New Jersey and New York. I learned HTML in my spare time and initiated a million dollar deal to put a local newspaper online. A busy three months.

*education* 1991-94 Brunel University (UK) BSc (Joint Honours) Management & Technology - 2:1  
1986-91 Repton School (UK) 4 A-levels, 10 GCSEs

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