

## Head of Retail Sales – Job Description



## **About FSB Technology**

FSB was founded in 2007 by sports betting veterans who understood that consumer demand, live betting, smartphone penetration and evolving European gaming regulations would fundamentally change the operations behind a modern betting and gaming service. The founders of both Sportingbet and Betfair backed the business, and they've since become the industry's tech leader. Over the past decade, FSB have refined their technology and now offer the most customisable, efficient and reliable omnichannel sports betting platform – complete with tools that help you drive revenue, reduce operating costs and maximise marketing ROI.

## **The Role**

As the Head of Retail Sales, your primary responsibility will be to work as a key member of the business development team to source, manage and win new sports betting sales contracts where retail channel solutions are required. The role includes ownership of the retail product development strategy and roadmap. You will have responsibility to set the retail product strategy by capturing specific product requirements through communications with customers and helping to prioritise these requirements internally. As the company's champion of the retail business, you will also manage relationships with equipment manufacturers, payment processors and testing facilities in order to ensure that the company is getting new products to market quickly and that the company is offering a competitive and compelling retail sports betting solution. Using your extensive industry contacts, you will need to identify sales opportunities within the market and present a compelling solution to prospective customers in order to close deals. The role will cut across and work in support of our regional business development teams and you will be expected to provide retail product expertise in support of a wide range of sales opportunities. Sales targets will range from major tier one and tier two operators, where a bespoke product solution can be offered, to smaller independent operators where you will define and sell an off-the-shelf solution. You will be expected to understand local regulatory requirements and to help define different retail product solutions for the various territories the company operates in. With keen and passionate understanding of the retail user experience, you will be the key driver behind our retail business success.

## **Responsibilities**

- Manage the retail sales pipeline, including deal origination and closing
- Capture customer requirements and present appropriate retail equipment and service solutions

- Develop functional product requirements, including both end user features as well as cabinet requirements
- Develop revenue forecasts, financial objectives and business plans for the retail products
- Analyse regional market trends and discover new opportunities for growth
- Ensure compliance of the platform and products with local laws and regulatory requirements
- Own and present the retail product suite at trade events
- Work with the Senior Executive team on the retail product strategy to justify entry into new jurisdictions, using prior experience to help scope out the commercial opportunity and the regulatory/certification challenges
- Help define the key USPs of our offering versus the competitors and employ that in our marketing strategy
- Originate, manage and close your own sales opportunities as well as support larger sales opportunities as part of the business development team.
- Manage careful qualification of sales pipeline to ensure ability to deliver from an IT/Operations perspective
- Ensure a smooth set up and onboarding process, with a good handover of new customers to the account managers
- Make a clear alignment between product strategy, product development costs and expected revenue upside
- Own the retail aspects of our B2B marketing function, including setting the retail marketing messages across trade shows and our sales collateral.
- Work with the CFO to develop annual budgets for our retail development and sales activity
- Identifying the best product innovation opportunities to make us stand out in a crowded marketplace
- Analyse our competitor's activity in the market markets we operate and new markets

### **Skills/Requirements**

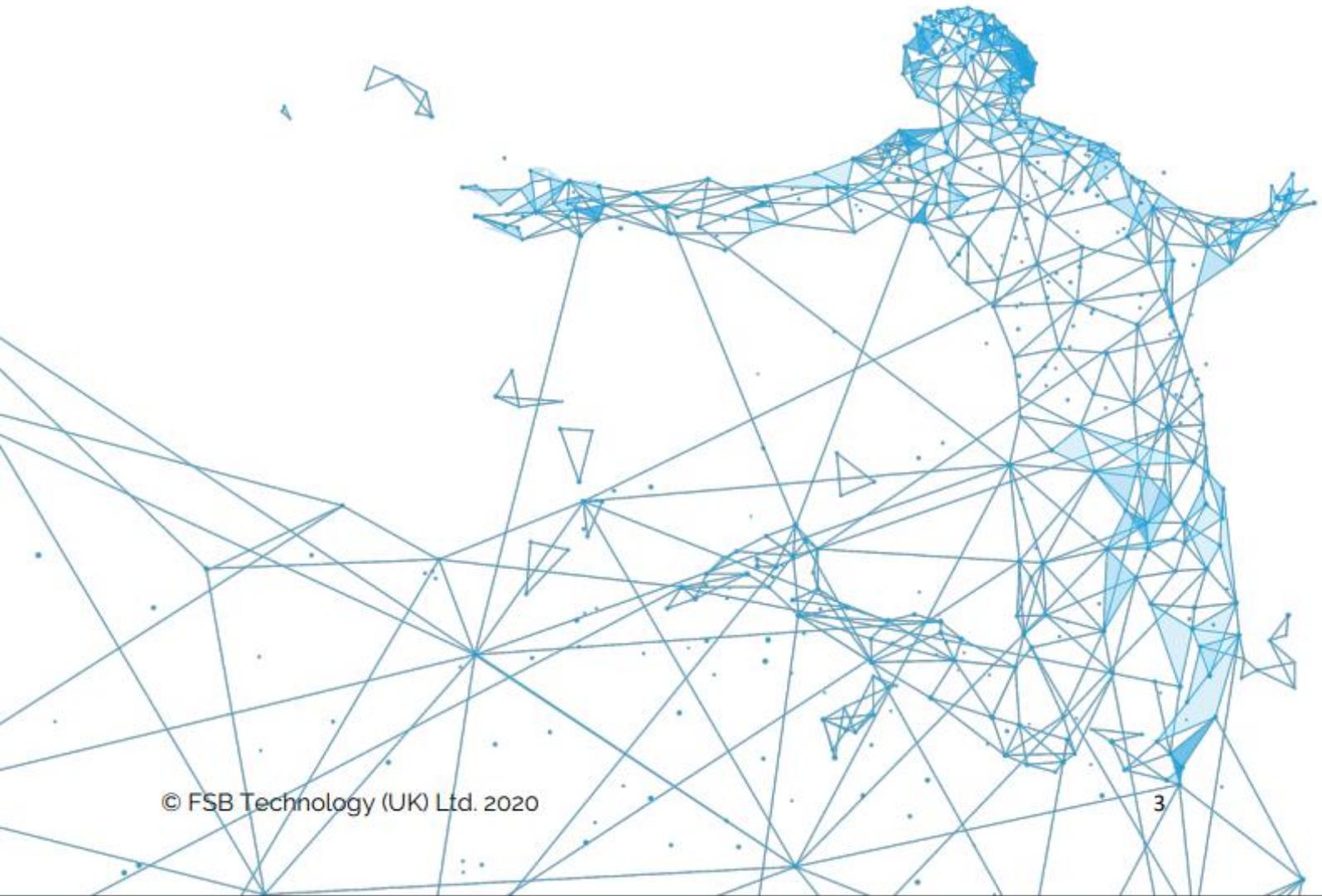
To be considered for this opportunity you must have a proven track record within the betting & gaming industry. You will be a commercially minded business person with a strong network of contacts and the ability to secure new deals with both existing and new

customers. It is likely that you are currently working as a Sales Manager or Business Development Manager.

- Direct experience working with retail sports betting technology
- Strong in business development - a proven sales person with the ability to spot and close deals
- Wide network of industry contacts
- Business acumen and keen attention to details
- Driven and goal orientated
- The successful candidate will develop, lead and manage the retail B2B commercial activities for the business as well as
- implement an innovative, growth focused commercial strategy. The successful candidate will be expected to generate their
- own leads as well as support the business development team with retail knowledge,
- expertise and product specifications to
- help deliver omni-channel solutions to prospective customers.

#### About you

- At least 7 years of experience in the online gaming industry with a focus on B2B technology sales or business development, including retail product experience
- An excellent understanding of retail sports betting solutions
- Exposure to working in international markets with significant experience growing commercial business in the European market
- A passion for solving problems, influencing within a cross-functional environment and delivering exceptional results
- Strong technical aptitude and understanding the business and customer experience benefits and consequences of technical decisions
- Ability to collaborate with teams and build positive relationships across groups of various functions
- Strong negotiating acumen, excellent project management skills
- Established network of contacts within the gaming industry
- A strategic mindset
- Proven capabilities to build strong and profitable client relationships
- High level understanding of technology would be an asset



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