**Peter Higgins**

**Mediator**

Professional Profile

A versatile and commercially astute Business Manager/Director with comprehensive global experience allied to exceptional organisational, communication and business development attributes. A strong leader who maintains optimal standards in a high pressure environment, creates innovative solutions and strategies, and adapts seamlessly to change. Builds advantageous relationships and partnerships at all levels, delivers quality services and maintains sustainable revenue streams in the online and retail gaming industry.

Executive Career History

2005 – Present Managing Director & Owner | The Betting Room, UK

An in-stadia betting service for international online betting brands operating at more than 25 UK sporting venues

• Planned then launched the enterprise, achieving year-on-year organic growth to 2015 from retail shop to a telephone and SMS text operation to an in stadia event day betting provider.

• Operating as own brand or for major international Internet brands as well as a private client telephone and SMS text betting service.

• Strategically implementing a manual and automated sports day betting operation from preparation of marketing material to accepting bets, pay-outs to clients and regulatory compliance.

• Successfully developed a portfolio of 25 commercially contracted football clubs and international internet brands to 2018.

• Setting up a service for international internet betting brand partners and private clients at venues including sports stadiums in the Premiership Football League (EPL), sports stadiums in the English Football League (EFL), O2 London, Metro Arena Newcastle, National Indoor Arena Birmingham, Brighton Centre, BIC Bournemouth, Leeds Rhinos Rugby League Headingly Stadium, Gloucester Rugby Union Kingsholm Stadium, Alexandra Palace and others.

• Positively and professionally managing and communicating with high net worth, high profile, entrepreneurial and multi-cultural individuals.

• Equally comfortable at interfacing with the CEO of a major corporation, a challenging entrepreneur or a new venture group

• Displaying meticulous attention to detail when communicating with high net worth people such as footballers and football agents.

• Frequently representing multi-national betting brands at major high profile locations and achieving or surpassing their expectations.

• Demonstrating exceptional leadership with a dedicated office team in addition to 50 personnel based throughout the UK.

• Representing international internet brands such as Betway, Sport PESA, Marathonbet, and Dafabet.

2003 – 2005 Commercial Director | BETDAQ, Dublin, Ireland

Now owned/operated by GVC Holdings plc; BETDAQ is the second largest sports betting exchange to BETFAIR.

• Driving growth of the exchange, incorporating multi marketing campaigns and commercial partnerships with international companies.

• Consistently displaying commercial acumen, business development and relationship management at executive board and business operational level.

• Involvement in sponsorship from negotiation to execution, with exposure to US sports betting market.

1997 – 2003 General Manager | Sportingbet (UK & International)

Offering one of the world’s largest sports betting platforms.

• Adeptly managed a business with revenues of US$250m and 250 employees to generate annual profits totalling US$10m.

• Commercially astute, embraced P&L responsibility and additionally controlled a significant marketing budget of US$3m.

• Fully responsible for building white label partnership arrangements with international agencies and a number of leading brands.

• Contributed to expansion at a company recognised as one of the pioneering Internet business within an evolving era.

Up to 1997 Account Executive & Account Management Call Centre Manager | IBM

• Successfully ran a major call centre with 80 personnel looking after key corporate client relationships.

• Appointed to Account Executive, professionally dealing at board and senior management levels.

• IBM Salesperson with performance acknowledged as Salesperson of the UK in Jul 1993.

Professional Testimonials

• "Peter’s personable style and diligent manner enables parties of varying dynamics to trust him and move forwards in reaching an agreement. He also brings a creative approach to helping clients reach resolutions". Mark Blandford, Company Director

• "Peter is inventive and persistent in creating possible strategies". Jaswant Deol, Sports Director, Betway

• "I have been dealing with Peter now for over five years and have always found him to be honest, conscientious and hardworking. His business knowledge and skills are always evident combined with strong interpersonal skills customer facing skills and integrity". Mark Catlin, CEO, Portsmouth FC

• "In my dealings with Peter his clarity and clear thinking has helped me with a number of career decisions. He is excellent at seeing avenues for progress that are often unseen by others." Sam Matterface, ITV and Talksport commentator

• Personal : Peter Higgins

Managing budgets; P&L responsibility; Bookkeeping; Contract negotiation; Compliance

Recruitment; Training; Tracking performance; Managed 12 direct reports and 200 staff : Counselling Skills Levels 2 & 3 accreditation

English – mother tongue; Spanish – entry level

Keeping abreast of UK, US, European and international betting regulations Regional Governing Board Member for TSAT Academy Trust

Regional Committee Member for Finance and Personnel Committee

Included managing groups in conflict over commercial transactions

Full UK driving licence; excellent references available