

ANDREW LOWREY

PRODUCT DIRECTOR | GLOBAL HEAD OF PRODUCT



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EXECUTIVE PROFILE

Highly motivated, results driven, pragmatic leader with a proven track record in developing winning strategies, creating long-term success through high performing cross functional teams of over 130 personnel in various onsite, hybrid and remote locations.

Excellent communicator and problem solver who leverages strong product and portfolio management, organisational thinking, data informed decision making and collaboration skills to ensure successful outcomes. Possesses over 18 years' experience of product execution within the highly competitive Gaming industry on a diverse set of technology platforms, over a multitude of global landscapes, satisfying complex regulatory demands to enable sustainable growth.

Extensive expertise in driving and managing effective change with a focus on building strong relationships and trust with internal and external stakeholders of all levels. Highly skilled in risk assessment and financial management, coupled with substantial operational corporate business and technology proficiency to optimise efficiency and effectiveness to allow companies to thrive.

AREAS OF EXPERTISE

Product strategy

Customer experience

Innovation and experimentation

Personalisation

Market launch strategy

Strategic change management

Data and statistics analytics

Global regulation and compliance

Stakeholder management

Agile at scale

High performing teams

Continuous improvement

Portfolio governance

Cross platform optimisation

Business transformation

CAREER HISTORY

PRODUCT DIRECTOR

888 Holdings | Feb 2022 – Present

- Accountable for the strategic product development of Global Gaming and Sports, working across multiple regulated markets, leading effective teams of scale, in 5 international locations, across 8 world renowned brands. This incorporated both the as-is services as well as the product development to enable the future company vision.
- Responsible for the prioritisation, execution and tracking of the product portfolio. Product and Technology council put in place to collaborate, communicate and align with the territory managing directors to facilitate key decisions.
- Owner of the customer and brand segment of the business transformation between all sub-brands under the 888 Holdings Group. Responsibilities involved the creation of a new organisational structure, cost synergy plan, implementation of a global shared operating model and the approach to a seamless customer migration to a single, shared, proprietary technology platform.
- Asked to join the senior leadership team consisting of C-Level and Group Directors to contribute and drive the corporate objectives, key results and help set the tone for the culture across the organisation.

NOTABLE ACHIEVEMENTS

- Timely delivery of compliant consolidated core customer view and affordability products across all brands on UKGC, MGA, Gibraltarian, Italian, Spanish, Nordic, German, Austrian, Ontario and emerging market jurisdictions. Provided license protection across the group whilst ensuring customer friction points were kept to a minimum.
- Market launch of Mr. Green product on the latest 888 Holdings Group technology stack to the German jurisdiction. This formed the initial step of the migration sequencing strategy.
- Global rollout of internally developed Gaming Platform Globally to the William Hill customer base. Spanish % cross sell per month up by 9%, Italian monthly NGR change increase of 74% and automated bonus releases enabled across all William Hill territories running through a single engine.

GLOBAL HEAD OF PRODUCT

William Hill PLC | Jul 2021 – Feb 2022 (8 months)

- Promoted from the Head of Product of Gaming (primarily focused on the UK market), to scaling products to international territories with differing regulatory demands.
- Focused on expansion of platforms and commercial capabilities, providing tailored, localised customer experiences, ensuring sustainable growth across the group whilst remaining laser focused on player safety and compliance.

NOTABLE ACHIEVEMENTS

- Delivery of a scaled global gaming proprietary platform, with 14 gaming aggregator integrations, an internally developed player account management system (PAM), integration of a bespoke Sportsbook, with a best in class trading engine, aligned into global payments gateways to a select number of MGA markets.
- Bespoke Retail Gaming Platform implemented to provide a unified retail and online experience, significantly reduce revenue share, to drive additional annual EBIT of at least £10m from 2023 to 2027.
- Implementation of player level personalisation gaming service (IoT), providing individual gaming experiences driving gameplay per session up by 30% to UK, RoW, Spanish and Italian Markets.
- New Apple certified global native platform navigating HTML 5 restrictions with a 400% improvement in performance, optimised first time user flow and a significant reduction in failure rate frequency.

HEAD OF PRODUCT GAMING UK AND IRELAND

William Hill PLC | Jun 2019 – Jul 2021 (2 years 2 months)

- Head of Product across all channels and platforms under the William Hill Gaming umbrella. Strategy centred around the UK & Ireland, transforming the products through focus, alignment and collaboration to outperform stretch targets over the COVID period.
- Aligning into the Group CPTO my accountabilities included William Hill UK & Ireland Digital, Native, Retail Gaming and Cross-Sell channels, Mr. Green UK product portfolio and consultancy to the US as part of the Caesars M&A process.

NOTABLE ACHIEVEMENTS

- Revolutionised the WH gaming product strategy and customer offering. Moved to a personalised, consolidated gaming proposition, on a single codebase, with scalable on demand AWS infrastructure whilst maintaining focus on customer usability and commercial growth:
 - Over half a billion gross revenue made via re-platformed Vegas and Cross Sell product initiatives since launch.
 - Highest Google Light House Score (Performance) and System Usability Score within the UK bookmaking space.
 - Exceeded total player days retention target of 140k per month to >150k+
- Primary Gaming contributor for the UK Customer Council, orchestrating the reversal of declining Net Promotor Score trend through relentless pursuit of quality, targeted high-cadence advancement and focus on continuous improvement. +19pt positive shift seen in the first 5 months post establishment of the action group.

SENIOR PRODUCT OWNER - PLATFORM

William Hill PLC | Sep 2018 – May 2019 (9 months)

- Senior Product Owner managing 3 cross functional teams, in multiple locations, responsible for William Hill's Digital Gaming Platform. Complimented by driving a new organisational wide product management blueprint and target operating model.
- Accountable for the integration and operational support of over 65 gaming suppliers, providing a content catalogue of over 2000 games and accompanying promotional mechanics.
- Common backlog management of over 50 components underpinning the Sports, Gaming, Payments and Compliance on UK and International domains.
- Platform provided the facility for product innovation through the integration of powerful 3rd party Remote Game Services (Jackpots, Tournaments, Free Spins, Fraud Prevention etc) to incentivise customers and facilitate lower commercial costs through reduced platform fees.

NOTABLE ACHIEVEMENTS

- Operational maintenance and development of new products on the Centralised Bonus Platform. Features are fundamental to customer activation and retention strategies throughout the business. Service migrated moved onto AWS to improve maintenance and consistently handles a throughput of +500 requests per second.
- Successfully defined and rolled out Next Best Action - a real-time, personalised bonus platform. Delivered a 43% increase in bet volume and 28% uplift in turnover (vs control) during Cheltenham 2019.
- Successful rollout of the latest platform solution to the Spanish market coupled with the migration of 1.2 million player account and balances, providing a next generation gaming experience and a springboard to facilitate future expansion and innovation.

EARLY CAREER

Senior Product Owner - Vegas, Macau & Bingo, William Hill, London	Aug 2017 - Aug 2018 (1 year 1 month)
Gaming Operational Excellence Product Owner - William Hill, Leeds	Feb 2017 - Aug 2017 (7 months)
Gaming Product Owner - William Hill, Leeds	Oct 2015 - Feb 2017 (1 year 5 months)
Programme Manager - William Hill, Gibraltar	Sep 2012 - Oct 2015 (3 years 2 months)
Online Sports & Social Project Manager - Gibraltar	Sep 2010 - Sep 2010 (2 years 1 month)
Retail Project Manager - William Hill, Leeds	Sep 2008 - Sep 2010 (2 years 1 month)
Gaming Project Manager - William Hill, Leeds	Mar 2008 - Sep 2008 (7 months)
BAU Project Manager - William Hill, Leeds	Jul 2007 - Mar 2008 (9 months)
IT Graduate Scheme - William Hill, Leeds	Sep 2005 - Jul 2007 (1 year 11 months)

HONOURS AND AWARDS

William Hill – IGA Sports Betting Operator of the Year	Feb 2019
William Hill – EGR Slot Operator of the Year	Oct 2018
William Hill – EGR Mobile Operator of the Year	Oct 2018
William Hill – EGR Marketing & Innovation Awards, Best Innovation in Casino	Apr 2018

EDUCATION

Nottingham Trent University Business and Computing (2:1)	2000 - 2005
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PROFESSIONAL QUALIFICATIONS

Certified Franklin & Covey The 4 Essential Roles of Leadership	Sep 2022
SCRUM Alliance Scrum Product Owner (CSPO)	Feb 2019
PRINCE2 Practitioner	Jul 2007

References available upon request.