



PHILLIP BURMESTER

Senior Operations Executive DACH & LUX

EXPERIENCE

Senior Operations Executive DACH + LUX

Betway Group Ltd. | London & Düsseldorf 11/2019 - 10/2023

Betway Group Ltd. is part of a global technology company owned by Super Group (NYSE), delivering the world's leading, regulated, online betting and gaming brands

Management & Leadership:

- Initiated and managed revenue strategy programs for sports betting and casino operations, achieving improvements in revenue generation and profit maximization e.g. RTP reduction in AT & LUX.
- Orchestrated a collaborative culture among diverse organizational teams e.g. AML, CRM, compliance, Fraud, KYC, Payment etc. with transparent communication to optimize revenue-driven initiatives (KPIs).
- Responsibility and commitment for setting and implementing quarterly OKRs (Objectives & Key Results) based on the country's overall strategy.
- Informing senior management with the local market knowledge (e.g. regulatory compliance related) and data-driven decisions in regard to business-impacting decisions.
- Stakeholder Management: Direct reporting hierarchy from the team leaders and managers of AML, Customer Service, Fraud, and Payment departments to my position.

Casino & sports Product

- Responsible for the product management of a leading, regulatory licensed gaming provider for AT / DE / LUX (casino & sports betting).
- Tracking our competitors and market trends to successfully identify ways to increase netwin and use business cases to drive market share expansion through strategic product development.
- Business case modeling with problem analysis, solution finding, prototyping and calculation of future business success (ROI), e.g. global implementation of a new deposit button by ABC Testing with a 16% increase in visibility and 22% increase in transactions in the comparison period.

Project Management & Reporting:

- Responsible for providing weekly & monthly reporting from Operations and financial point (AML, Customer Service, KYC, Payments, Product Development and Revenue).
- Tracking regulatory compliance issues (e.g. LUGAS safe server, OASIS limit & activity file, Payment: name mismatch) and ensuring prioritization.
- Identify risks and devise solutions.
- Core tools: Tableau, Elastic Search (Kibana) for data analysis & VISIO for customer journey mapping.

Country Executive Germany & Austria

betway Group Ltd. | London | 11/2019 - 08/2021

- Co-develop acquisition and retention strategies to maximize ROI for casino & sports betting e.g. implementing a Goodwill Bonus strategy for customers contacting customer service.
- Develop CRM strategies for long-term customer engagement across all touchpoints (mail, push, SMS, DMP and onsite banners) to increase time and activity on the platform.
- Responsible for data-driven optimization of the product through AB Testing.
- Creation of monthly reports for all relevant business units.



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Linz , Austria

- Social Competencies -

Management, Motivation & Leadership ★★★★★★

Customer Focus ★★★★★★

Organisation & Planning ★★★★★★

Initiating Innovation ★★★★★★

Integrity ★★★★★★

LANGUAGES

GERMAN native spoken & written

ENGLISH fluently spoken & written



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EXPERIENCE

bet-at-home.com AG | Linz | 1 year 11 months

bet at home is a European online gambling and sports betting company with Germany & Austria as core markets.

Marketing & Media Manager Germany & Austria In Position for 09/2018 - 10/2019

- With regards to the DACH and other markets, where bet-at-home.com is assigned a regular license, my tasks consist in defining and controlling the complete media mix (focus online & mobile) as well as specific promotions or product improvements
- Planning, creating and implementing self-initiated revenue-generating advertising campaigns (social ads, apple Search ads, Pop Ads, push ads, display campaigns, programmatic ads...)
- Managing and controlling different managed service marketing campaigns around Europe
- Planning and implementing from different on and offline campaigns
- Split-test campaigns to improve the performance of banner campaigns
- Evaluating and reporting industry-specific market analyses to the Head of Marketing
- Develop, manage and drive goals and benchmarks (KPI's) for the DACH region I am responsible for
- Managed the complete Facebook whitelisting process for Germany
- Research, evaluate & cooperate with new potential partners in and outside the industry

Social Media & Online Performance Marketing Manager In position for: 12/2017 - 08/2018

- Planning, creating and implementing social media paid ads in different markets
- Analysing and controlling the success of the social paid ads.
- Planning, implementing and analysing different push ads formats as managed service
- Evaluating and reporting industry-specific market analyses to the country manager department
- Develop and implement with different stakeholders the bet-at-home.com social media strategy



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IT Skills

MS Office	★★★★★★
Tableau	★★★★★★
MS Teams	★★★★★★
Workfront	★★★★★★
Confluence	★★★★★★
Jira	★★★★★★
Elastic / Kibana	★★★★★★



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CHARACTER

- Entrepreneurial thinking
- proactive & self-motivated
- extroverted
- creative mindset

SOFT SKILLS

Communication	★★★★★☆☆
Teamwork	★★★★★★★★
Adaptability	★★★★★★★★
Problem-Solving	★★★★★☆☆
Empathy	★★★★★☆☆
Analysis	★★★★★☆☆

INTERESTS

- Networking
- Dance: Knotentanz / Friesenrock
- sports: slackline, acroyoga, kayaking, running

EDUCATION

Master of Science in Digital Business Management (MSc)

University of Upper Austria as joint degree with Johannes Kepler University in Steyr and Linz | 09/2015 - 11/2017

Master thesis: Benchmarking from online-tracking tools

The part-time Joint Master program, Digital Business Management, integrates business economics, design, organizational technological and personal development elements like: leadership, management competences (strategic management, information management, ethics...); professional expertise (planning, controlling and models in digital business, web engineering, e-commerce, IT Law, multichannel / relationship marketing...).

Bachelor of Arts in Media & Sports Management (BA)

Hochschule Macromedia of applied Science in Hamburg | 10/2010 - 09/2013

Full-time bachelor program multi-faceted programme that provides you with theoretical and practical competencies to successfully operate as an all-rounder in the sports business context. Knowledge in the areas of media, communication and management

SELF DEVELOPMENT

- **Marketing Foundations - Concepts, language, and skills required to master programmatic advertising**

Edge Academy Certified | 04/2021

- **Successful Negotiation: Essential Strategies and Skills**

Coursea course certificate from University of Michigan | 03/2021

OTHER PROJECTS

Initiator to organise secret Concerts

Sofar Sounds | Linz | 11/2017 - Current

Chocolate praline workshops

Novel Foodies e.U. | Linz | 02/2021 - current

Teacher for Schnuffis Knotentanz

Knotentanz-workshop.de | Austria & Germany | 11/2019 - current



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PRODUCT IMPROVEMENTS

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- **New global deposit button to increase visibility & deposits - Live**
Business case modeling with problem analysis, solution finding, prototyping and calculation of future business success (ROI), e.g. global implementation of a new deposit button globally by ABC Testing with a 16% increase in visibility and 22% increase in transactions in the comparison period in DE & AT only.
- **Open to Active customer drop - Live**
The implementation of LUGAS Limit TPI (Pop-up) resulted in a significant drop in First Time Deposits (FTDs) within the specified timeframe. In response, a thorough user testing process was conducted to identify the root cause of the issue. Following the findings and corrective measures, the Open Active Player Rate (OAPR) was successfully restored to its previous level.
- **Increase usability and click to bet rate for customers - Live**
Customers are spending an excessive amount of time navigating to relevant product information. This inefficiency not only hampers user satisfaction but also negatively impacts conversion rates. To address this issue, we propose the implementation of new shortcut buttons that will not only streamline the user journey but also have the potential to increase conversion rates. By reducing the "Click to Bet Rate" by 17% and improving the "Click to Deposit" rate by 15%, the business aims to enhance customer satisfaction and drive add. wagering & netwin.
- **Increase KYC pass rate - Live**
Developed, managed and implemented KPIs (e.g. Visit to Account Open, Open to customer verified, Verified to deposit) for the German market. Through product adjustments at IDnow the Open to customer verified rate could be increased by 5%.
- **Increase Registration form success rate - Business in creation**
The business case for checkin.com is very challenging, as the registration success rate in several countries is below average compared to the overall market. After careful analysis and strategic considerations, the solution is to engage an external provider known for its expertise in improving performance metrics. By engaging the services of this renowned external provider, checkin.com aims to increase its registration success rate and marketing efficiency, leading to potential cost reductions of at least 12% to 31%. This optimization would allow the development team's resources to be reallocated wisely and their focus to be directed towards the development of new markets and opportunities.
In addition, implementation of the proposed solution is expected to result in a remarkable 17% reduction in global KYC (Know Your Customer) costs, improving overall operational efficiency and compliance.