



## Contact

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### Email

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### Website

[krisgalloway.com](http://krisgalloway.com)

### LinkedIn

[/KrisGalloway](https://www.linkedin.com/company/KrisGalloway)

### Address

Sotogrande, Spain | London, UK

## Skills

### Leadership



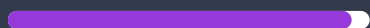
### Innovation



### Product Strategy



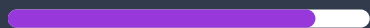
### Product Management



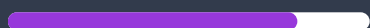
### Business Intelligence



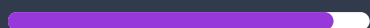
### Product Marketing



### Compliance



### AML/Anti-Fraud



### Market Knowledge



### Customer Experience



### Project Management



# Kris Galloway

## iGaming Product Aficionado

Strategist & Product Leader with over twelve years' crafting engaging experiences. I merge strategic innovation with continuous discovery to create cutting-edge products to wow users.

I'm about data-driven design, user-centric innovation, and scalable product development. I pride myself on merging the agility and innovation of startups with the structure and scale of corporate.

## Experience



### Head of iGaming Product

Jan 2024 - Present

Reporting directly to the CPO at Sumsu, I oversee all aspects of gambling operations, including strategy, compliance, product development, and risk management.

- Craft betting pattern analysis rules and algorithms to identify infractions including money laundering, betting system abuse, bonus abuse, ATO and many others.
- Develop and manage the gaming roadmap, including product streams, workflows, project prioritisation, as well as conducting internal iGaming workshops.
- Lead the development of a comprehensive solution ensuring client compliance with Brazilian regulations.
- Collaborate with legal teams to translate compliance and licensing requirements into actionable roadmaps.
- Contribute to creating and producing fraud reports, podcasts, press releases, and other marketing content for the company's YouTube channel.



### Head of Product

Jun 2023 - Dec 2023

#### 6 Month Contract

Reporting directly to the founder, I built and led a product team of seven while collaborating with the CTO to create an internal product framework.

- Hired Product, Design and Project experts to assist in delivering our next-gen casino.
- Delivered features including races, case opening and the foundation for case battles.
- Led the commercial partnership with ST8 to drive the integration of slots.
- Kicked off the discovery & development of in-house PvP and next-gen casino games.
- Led the concept work for the business's new crypto casino: duel.com.



### Senior Product Manager

Jul 2022 - Jun 2023

#### 1 Year Contract

Reporting to the CWO, I assisted in defining the product vision and strategy for the business's mobile casino products.

- Led discovery efforts, and drove the development process for eight apps spanning nine regions and six licenses, while working with teams across Europe, USA and Brazil.
- Oversaw scalable mobile product development for two separate clients: NetBet and Casino777, while growing my team from six to eleven.
- Implemented key agile ceremonies and practices and redefined QA delivery.
- Reported weekly directly to the C-suite and managed stakeholder expectations across compliance, tech, web, marketing and operations.

See next page for **Entain** and **Flutter** experience...

## Tools

Jira | Confluence | YouTrack | GitLab  
Aha! | Asana | VersionOne | Wordpress  
Roadmunk | Lucidchart | Axure  
Proto.io | Justinmind | Figma

GA4 | FullStory | Flurry | AppSee  
UserTesting | Looker

## Recognition



**Online Casino of the Year**  
BetMGM | 2022



**Mobile Casino of the Year**  
Entain | 2022



**Mobile Operator of The Year**  
PokerStars | 2014

## Public Events

I have spoken on a number of topics including AI, iGaming fraud, neo casinos, poker, Asian and LATAM markets, and much more...

Links are available on my website.

## References

Director of Product and Head of Product references from **Flutter** and **Entain** can be found on my LinkedIn [here](#).

A reference from the COO or CBDO of **CSGOEmpire** (Moonrail) is also available upon request.

## Languages



# Σntain

## Senior App Product Manager

Jan 2020 - Jun 2022

I worked with teams globally across brands such as Bwin, BetMgM, Sportingbet, Ladbrokes and more, to spearhead the strategy for all of the business's mobile products.

- Defined the long-term product requirements based on our vision and segmented these into a progressive, rolling roadmap.
- Planned product development on a quarterly basis, leveraging vision boards to align expectations, before managing capacity and carrying out development.
- Translated iOS Guidelines and legal compliance requirements into functional products.
- Redefined QA processes and delivery, and led app release and update strategies.
- Created and presented a long term product vision with a focus on compliance and automation across the board.

Overall, my strategic vision and direction led to the launch of over 50 new apps in the first quarter of 2021, across three continents, catalysing a 14% increase in engagement.

# StudentBeans

## Product Manager

Mar 2019 - Aug 2019

### 6 Month Contract

I led the overhaul of the discovery feed and restructured the product backlog, propelling the evolution of web and mobile platforms. I also pioneered a four-tier strategy bolstering global user verification confidence and enhancing security, as well as user and client trust.

# Flutter<sup>TM</sup> POKERSTARS

## Cross-Vertical Product Manager

Jan 2017 - Feb 2019

I successfully increased player engagement across Poker, Sportsbook, and Casino by streamlining and incentivising cross-sell journeys and experiences on PokerStars, BetStars and PokerStars Casino. My strategy led to the business exceeding cross-sell KPIs in 2018, generating returns of over £2M from newly acquired users during the World Cup alone.

## Acquisition Product Manager

Apr 2015 - Jan 2017

I led and managed the end-to-end product lifecycle of non-gaming products, including streaming, VOD, live event, utility, VR and wearable consumer products. I led a team of 5 while also working closely with stakeholders to spearhead product marketing initiatives.

## Mobile Product Manager

Jan 2012 - Mar 2015

I worked closely with stakeholders, designers and developers in creating, testing and overseeing a phased rollout of the business's first iOS & Android apps. Subsequent years saw huge adoption, requiring clinical cross-platform optimisation and meticulous iteration.

## Poker Specialist

Jan 2010 - Dec 2011

I developed guides for ops, authored procedures for community managers, acted as a representative within Portuguese speaking markets and created and delivered training.

## Hobbies



Poker



Travel



Sports



Gaming



Tech



Literature