



Head of Business Insight & Analytics

Company profile:

GAN is an award winning global supplier of industry leading casino content, fast flexible gaming systems and turnkey social gaming. The company was founded in 2002 with the aim of capturing the emerging online skill-games market. Having led the market in backgammon and regional skill games in Italy and Spain, we broadened our product portfolio to offer a full gaming software system as well as becoming a leading developer of online casino games.

GAN's global presence is extensive: as well as offices in the UK (Kensington, London), in Bulgaria (Sofia) and in the US (Las Vegas, Nevada; Seattle, Washington and Chicago, Illinois) we also operate from other global locations including Rome and Atlantic City. We pride ourselves on the many industry awards we have picked up along the way – most recently for eGaming Review's 'Casino Software Supplier of the Year' award and Casino Platform of the Year at the North America EGR awards.

In Europe, GAN operates in multiple regulated jurisdictions. We operate a B2C brand directed at the UK market, offering a suite of skill and casino table and third party slot games, together with offering game content and/or platforms to some of the biggest names in the industry, including PaddyPower, William Hill, Lottomatica, Sisal, and SNAI.

The company has positioned itself in the US as a pioneer in the emerging regulated market. In New Jersey, we have partnered with Betfair to provide a real-money online gaming site since November 2013. In unregulated US states, we have developed an innovative, monetized social casino product to land-based casino operators seeking to monetise their large databases online. The first of these launched in April 2014 with the Foxwoods Casino Resort in Connecticut, followed by Empire City Casino in New York, Parx Casino in Pennsylvania, Maryland Live Casino in Maryland, San Manuel Casino in California, American Casino & Entertainment Properties LLC in Nevada, Borgata Resort & Casino in New Jersey and finally, Jack Entertainment and Isle of Capri who are based across multiple states; with a long pipeline of other operators due to launch with us in 2017.

GAN listed on the London Stock Exchange in November 2013, giving us a solid foundation from which to exploit the emerging opportunities within both real money and simulated gaming. GAN is licensed and regulated in the UK, Europe and USA and works closely with regulatory authorities, government agencies and independent certification laboratories to ensure fairness and compliance with all applicable laws and regulations.

Team overview:

The Marketing Services team is an internal full services digital marketing agency that is responsible for the managed growth of our real money and simulated gaming websites. With new brands launching in multiple jurisdictions, the team is growing quickly and we are looking for the best talent in the marketplace to help guide that growth.

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Job summary:

This is a new and rare opportunity to join a rapidly evolving growth story in full flight. Reporting into both the Managing Director/Chief Financial Officer, the Head of Business Insight and Analysis will be responsible for all aspects of analysis and performance reporting covering GAN's Real Money and Simulated Gaming businesses worldwide. This role will need to meet the varying demands of the business; from better informing senior exec in broad business decisions on strategy, to analysis that enables the day to day execution of plans. The Head of Business Insight and Analysis will also review and define how insight and analysis is performed within the business. He/she will be expected to devise and lay out a strategy for data sourcing, acquisition and integration, alongside working with our Database Development teams to ensure safe and efficient warehousing on the platform and via 3rd party analytics tools.

For a growing business that develops product and games at breakneck speed, this role will be central to helping ensure that we make the right decisions on how to build and manage our business in the best possible manner.

Key responsibilities include:

- Assist in the development of self-serve solutions to meet the regular BI demands of the business
- Develop models that evaluate the performance and behavior of players on our sites and apps, and turn these into dashboards that inform decisions on player communications strategy and player reinvestment rates
- Develop predictive models that assist in the prevention of negative customer trends (visitation frequency, purchasing frequency, purchasing volume)
- Monitor the virtual currency ecosystem to ensure the right balance between promotional/paid credits is maintained and that GAN maximizes player time on device
- Deliver insight that informs the Conversion Rate Optimization strategy on both desktop and mobile products
- Help define the evolution of GAN's Business Intelligence tools and their integration with proprietary back office tools
- Ensure a training program is delivered across the business to enable as much self-served reporting as possible
- Give strong guidance to a small team of analysts focused on commercial and operational analysis
- Manage a wide array of geographically dislocated internal clients, from the Management Team, to Product, Games Studio and Operations
- Define and integrate 3rd party metrics
- Liaise with various stakeholder groups to identify potential improvements to existing analysis and create new reports that provide incremental value to the business.

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The winning candidate must be:

- Proficient in key visualization tools e.g. PowerBI, Tableau
- Familiar with a variety of databases e.g. MS-SQL, MY-SQL
- Experienced user of analytics tools e.g. Google Analytics, Graphite, Kissmetrics
- Confident in financial and consumer modeling to assist in analyzing monetization models and game balancing.
- Have good knowledge of metrics used for gaming businesses including player growth, usage, retention, abandonment, clickstream, marketing effectiveness and conversion funnels
- Able to translate stakeholder needs into specific briefs delivered to DB developers and BI analysts to pull relevant data and create models for analysis
- Adept at communicating findings and recommendations clearly and concisely to all levels of the organization with different backgrounds, technical expertise and levels of authority
- Educated to graduate level within a relevant area

It would be beneficial if the candidate were:

- Knowledgeable of our industry and the evolving US-market landscape
- Familiar with freemium and real money gaming models
- Confident in presenting internally to stakeholders at all levels of the organisation and externally to our partner brands
- Curious and willing to challenge the status quo
- PhD in applied statistics preferred

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