

Entain

Global Insights Director

Apr 2024 – present
London

Entain is a FTSE 100 gaming & sports betting group, undertaking a global transformation to an agile squad-based operating model

- Lead global consumer insights, competitor intelligence, behavioural analytics, and UX Research across Entain's brand portfolio in Europe, LATAM, UK, US, and Canada, embedding the voice of the customer into product and brand strategy
- Partner with brand and product leadership to translate consumer and market insights into positioning strategies, innovation priorities, and communications that strengthen brand equity across global markets
- Manage a 17-person global team, restructured around Entain's transformation, with expanded remit across text analytics, AI governance, usability benchmarking, and KPI design; attrition limited to one voluntary departure
- Embed insights capability within product pillars (Sportsbook, Gaming, Core Web/App), delivering regular VoC access direct to product/commercial MDs and building Kiro-powered natural language querying of player data for engineers and PMs

Select Accomplishments

- Developed global brand & consumer equity measures (Share of Wallet, Ease, Satisfaction, LTV), embedded into strategy and annual planning across Entain's 30+ markets
- Shaped the CPO's strategic vision and 2026-27 product roadmap by synthesising competitive intelligence, proprietary CX, behavioural, and contact desk data to surface 13 priority issues across the US, UK, and Brazil
- Led the analytics programme behind the full Ladbrokes rebrand: audience research, target cohort definition, UX testing, and continuous performance tracking from brief to launch - delivered +13% share-of-wallet among target cohorts
- Directed development of Entain's first fully cloud-native vulnerable customer detection capability, reducing false positives to 0.1%, improving service accuracy, and cutting vendor dependency
- Integrated customer data platforms to drive £170k in annual savings and £1.2m in cost avoidance
- Founded Entain's Customer Closeness Guild, establishing board-level reporting and regular VoC forums to keep C-suite and product MDs aligned on customer priorities
- Delivered a 20% contact reduction, +2pp first-time deposit conversion, a >5pt satisfaction uplift, and +17pp biometric adoption by quantifying and validating player friction across onboarding, payments, navigation, and login

Codec

Head of Insights

Nov 2018 – Mar 2024
London

Codec is an AI / ML driven customer intelligence startup, acquired by Pentad Group in 2023

Key Clients:

Diageo
UBS
Unilever
Twitch

- Developed and grew a cross-functional team of strategists, analysts, and engineers to deliver predictive analytics, customer intelligence, and research-led strategic solutions for global B2B and B2C clients
- Partnered with founders, CEO, and board on brand vision, investor narrative, and commercialisation strategy, positioning Codec as a market leader in AI-driven insights
- Led global consumer insight and brand strategy programs (incl. Diageo & Unilever), shaping innovation, positioning, and comms development

Select Accomplishments

- Built Codec's global research capability, combining qual/quant and AI-driven cultural insight, directly shaping brand positioning and innovation strategy
- Increased average contract value by 36%, reduced churn by 10% through development of scalable data products
- Applied JTBD methodology, moving to innovative ABM strategy, driving 14% revenue uplift during pandemic disruption
- Supported Series A & B investment raises and played a key role in the successful 2023 acquisition by Pentad Group
- Delivered thought leadership via global stages (AdWeek, TED Tech, Cannes Creativity Festival), academic guest lectures (CASS Business School), and C-suite panels (Digital Leadership Forum)

Accenture / Karmarama

Strategy Director

Jun 2016 – Nov 2018
London

Key Clients:

Honda
Microsoft
Nintendo

- Directed strategy & design teams to ideate and execute growth roadmaps across digital, brand, and customer experience, aligning data-driven insights to CMO priorities
- Partnered with client CMOs, agency leadership to ensure buy-in of customer insights and effective strategies

Select Accomplishments

- Built 'connected creativity' capability, turning consumer insight and analytics into inspiring brand strategies, now embedded across new business RFPs
- Unified multiple consumer data sources into a single-customer view, surfacing insight for brand positioning, campaigns, and annual planning - growing account scope by 29%
- Led positioning strategy in successful pitch for Microsoft's AI suite, connecting enterprise technology to cultural insights
- Represented Karmarama & Accenture at global client Innovation Days, AdWeek, and Cannes, demonstrating thought leadership and strengthening C-suite relationships

KBS+P

New York, 2015-16

Sr Planner: Directed global brand and digital strategy for BMW launches (5-Series, eDrive, M2), driving 40%+ sales growth while establishing KPI frameworks and agile briefing processes to optimise multi-channel marketing

BBH

New York, 2013-15

Strategist: Led digital strategy and KPI framework development for PlayStation 4 hardware, software, and subscription launches, driving record adoption and 64% revenue growth

Naked

New York, 2012-13

Strategist: Designed and led insight-driven brand and communications strategies for major clients (Trident US, NBC), including segmentation development and advanced data modeling to guide positioning and marketing execution

Expertise

Data & Tool Expertise

Python | SQL | ML & NLP |
Snowflake | Mixpanel | LTV | LLM

Insight to Impact Expertise

JTBD | Customer Segmentation | NPD | Agile |
Causal Inference | Brand Strategy

Personal Interests

Playing Jazz Trombone
Restoring '75 Triumph Spitfire

Awards



Top Applied AI
UK Scale-ups
2020



Best AI Product
in Marketing
2019



Gold: The Launch of
PlayStation 4
electronics 2015



Gold: Greatness
Awaits Launch
cyber, web 2014



Silver: PS Bid for
Greatness
cyber, social 2014



Silver: PS First
to Greatness
cyber, UGC 2014



Gateways to
Greatness
Youtube site 2013



JD Power #1:
Mfr. Website
Satisfaction 2015

Education

Northwestern University, Evanston, IL. September 2006 – June 2010
BA, Double Major: Economics, Jazz Performance | Minor: Business

University College London, London, England. September 2008 – December 2008
Economics Certificate Study – semester abroad