SAM J

📞 +356-

✉ sam.j

Working in Product - Ready to step up

WHAT PEOPLE SAY ABOUT ME

"Sam is ready for a Senior role, with Head-of following shortly afterwards" - Previous Manager

"Sam has a vast understanding of the gaming and the gambling industry" - Previous Colleague

"There isn't a problem that he can't calmly address and try and find a resolution to" - Previous Manager

"I've always been impressed by how calm and positive Sam is when working under big pressure" - Previous Colleague

"He has an excellent, strong skill-set and the generosity to share it with everyone around him." - Previous Manager

IN SHORT

- Swedish.
- Speaking Swedish and English Fluently.
- 8+ years of Product Development Experience.
- 10+ years of iGaming Experience.
- Successfully delivered products across technologies, platforms and regions

EXPERIENCE

IGAMING INDUSTRY

SWEDEN AND MALTA

2012+

Product professional with over 10 years of experience in the iGaming industry, skilled in delivering successful products and managing teams. Working across multiple companies and areas, from Operators (**Betsson Group, 2012-2018**), Affiliation (**Raketech, 2018-2022**), to Game Providers (**Play N GO, 2023+**).

- **Delivered multiple apps (Casino, Live Casino, and Sportsbook) for Betsson Group, reaching hundreds of thousands of users.**
- Delivered and managed rebuilt apps and websites at Raketech, including the incredibly popular app TVmatchen and equivalent services in other markets.
- **Created marketing plans and revenue strategies, and ensuring their successful execution.**
- Introduced products into multiple new markets using tailored marketing plans and local knowledge.
- **Successfully delivered products across web, backend, and native apps platforms.**
- Managerial experience with developers, SEO managers, and content editors, consistently fostering an environment of trust and freedom to encourage their best performance.
- **Committed to improving user experience by listening to users, finding solutions, and enhancing product usability.**
- **Strong commercial, managerial, and product experience.**
- **Coming in with a technical, agile, process driven experience.**

EDUCATION

WEB DEVELOPMENT

JÖNKÖPING UNIVERSITY, SCHOOL OF ENGINEERING

2008 - 2011
University education - Focus on Web Development.

2013
Agile Scrum Master

2017
Agile Product Owner