



END-TO-END RECRUITMENT FOR SENIOR LEADERSHIP ROLES IN A GLOBAL GAMING COMPANY

We successfully placed three senior leadership positions, driving digital transformation within our client's Development, Security and Sales divisions.

AT A GLANCE

CHALLENGES

- The client required candidates with a unique mix of leadership experience and deep expertise within the iGaming sector.
- Many candidates were already in senior roles and hesitant to move, particularly to divisions that were in start-up mode.
- Attracting candidates in a highly competitive iGaming market.
- The roles demanded highly confidential searches, as they were part of a broader organisational restructure.

WINS

- Presented a strong shortlist for each of the three roles achieving a CV to Placement ratio of 4:1.
- Secured placements for a Vice President of IT, a Director of Security, and a Director of Account Management, all within the project's timeline.
- Built a strong relationship with a client new to our agency, becoming their preferred partner for future IT hires. This opened up 10+ new roles for us.

OBJECTIVE

Our client, a global leader with a 30-year history of developing and managing some of the world's most intricate business (Gaming) and leisure properties, approached us during a crucial phase of digital transformation. They wanted to build out the leadership team of their new iGaming division, this was like a small start-up inside their large organisation.

They needed to hire three senior leadership positions: a **VP of IT** to oversee the overall IT strategy, a **Director of Security** to manage security and risk, and a **Director of Account Management** to manage the relationships and onboarding of new customers.

SOLUTION

We began with a thorough consultation to understand the client's specific needs, organisational culture, and long-term vision for their IT division. We collaborated closely with the COO and HR Director to define the requirements for each role, focusing on leadership ability, relevant iGaming experience, and technical know-how.

We assigned our most experienced recruiters, specialising in IT leadership roles, to lead the search. For each role, we conducted in-depth screening interviews, assessing not only technical skills but also the leadership qualities and cultural fit required to fit this start-up environment. To meet the client's needs, we utilised a combination of discreet executive headhunting, targeted LinkedIn campaigns, and industry network referrals.

- **For the VP of IT role**, we identified candidates with experience driving IT strategies for gaming/gambling, placing particular emphasis on digital innovation and operational scalability in iGaming.
- **For the Director of Security**, we shortlisted candidates who had previously managed complex, security operations within highly regulated organisations.
- **For the Director of Account Management**, we sourced leaders who had successfully implemented a Key Account Management function within iGaming businesses, focusing on those with a proven track record of building out teams.



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RESULT

#1 Key result

We successfully filled all three senior leadership roles within the agreed timeframe, from initial consultation to offer acceptance. Our detailed understanding of the client's needs and precise targeting of candidates resulted in a seamless recruitment process. Each hire quickly integrated into the client's leadership team, taking ownership of their respective departments.

#2 Key result

Our client praised the quality of the shortlists for each role, citing the balance of sector-specific experience, leadership capabilities, and IT expertise. Our CV-to-Placement ratio was 4:1, reflecting the accuracy of our candidate selection process.

#3 Key result

Our placements have made a significant impact on the client's new iGaming division. The new Director of Security strengthened the company's security position, reducing vulnerabilities by 35% within six months, while the Director of Account Management has already made significant progress in building out a world-class Key Account Management function.

Thanks to our successful placements, we have established a strong partnership and are now the client's go-to agency for all recruitment needs.