

Carlos Climente

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Spanish (native), English (fluent) & French (basic)

iGaming Marketing & Operations Executive

Visionary and results-driven C-level Executive with 9 years of proven success in steering global marketing and sales operations in the gambling industry. Renowned for developing innovative strategies that achieve record-setting sales figures, surpass business expansion targets, and drive significant revenue growth. Expert in product management, technology transformation, spearheading multiple high-impact campaigns, and leading cross-functional teams in fast-paced environments.

Areas of Expertise

- Marketing & Sales
- Loyalty Programs
- Digital Acquisition
- Campaign Management
- iGaming
- Market Research
- Competitor Analysis
- Product Management
- Budget & Cost Planning
- Operations & Technology
- Problem-solving
- Customer Acquisition
- Team Leadership
- Efficiency & Improvement
- Strategic Planning

Technical Proficiency

CRM & Marketing Automation, Technology: Database management, product management and streamlining; PHP coding. iGaming: Product integration, APP development, Experience management, Betting & Sportsbook, Casino management.

Education

Global MBA | IE Business School, Madrid, 07/2018

- Highest ranked global MBA programme (by Financial Times).

Bachelor's Degree in Advertising | Universidad Cardenal Herrera, Valencia

- Co-founded Círculo Octeto, a research group focused on online/digital advertising.

Career Experience

Gaming1

11/2021 – Present

Head of Customer Retention

Direct Loyalty Programs, CRM departments, and VIP management teams for 5 iGaming | casino brands (Circus, 777, JOA, Zamba, and Betly) across ten countries to generate growth via retention. Evolve loyalty club and VIP Retention Plan. Execute M&A plans aimed at leveraging the synergies across all brands thus lowering costs and maximizing productivity. Generate detailed KPI reports. Direct player comms technology development.

- More than 60% of 2022's 13% ebitda growth originated from retained players
- VIP Monthly Retention Rate uplift of 17%
- Reduced CRM expenses by 8% after synergies.
- Increased NPS from -3 to 10.5

**CIRSA Gaming
CMO Casino**

01/2019 – 11/2021

Spearhead strategic territory marketing and sales operations for 150+ casinos across seven countries to stimulate growth, increase profitability, and maximise customer satisfaction. Execute expansion and promotional plans aimed at elevating CIRSA's brand profile. Enhance commercial efforts to reach wider target audience and positively influence continuous market & digital presence. Improve online and offline communication with customers across multiple social platforms. Analyse competitors and latest trends by conducting comprehensive market research. Recommend business improvement changes in support of all global strategies. Lead Marketing & Sales teams towards increasing performance levels and strengthening relationships with global customers, industry influencers, and business partners. Generate and submit detailed reports to Division CEO.

- Relunched Loyalty Club which resulted in 130% customer growth.
- Improved customer interaction by 24% through integration of customer lifecycle automation.
- Reduced marketing expenses by 10% after driving digital transition and online lead nurturing.
- Diligently developed cost control measures through effective management of operational budgets.
- Contributed towards EBITDA's growth of 6.8% in first year, compared to 2.6% average in previous three years.

**CIRSA Gaming Valencia
Sales & Marketing Director**

10/2014 – 12/2018

Directed business advertising programmes including Google AdWords, Facebook, and local print media/collateral. Coordinated pipeline and campaign management functions for producing and selling shows. Developed new marketing opportunities, understood consumer requirements, and suggested system improvements which exceeded marketing goals. Prepared annual budgets, scheduled expenditure, and ensured Sales & Marketing teams accomplished outlined quotas. Implemented optimised communication plans that promoted company's cross-channel brand reputation. Reviewed market and trend data submitted by teams, gathering, investigating, and summarising market data & trends.

- Successfully boosted annual EBITDA's revenue from -€1M to +€3M between 2014 & 2018.
- Designed and implemented website overhaul using knowledge of SEO which intelligently targeted customers.
- Profits per VIP customer increased 20% by incorporating one-on-one customer experience enhancement programs.

**Meriendacena Producciones
Producer/COO/CMO**

10/2011 – 10/2014

Worked alongside A level comedians. Produced comedy shows, secured sponsorship deals, and acquired customers through ticketing platforms and ad-hoc sites.

- Attained 40% quarterly growth for 2.5 consecutive years.

**Sun Place Albir & Spa
Operations & Sales Manager (co-owner)**

08/2008 – 08/2012

216-room family hotel business. Worked as COO & CMO until business became profitable.

Established hotel's vision and operational strategy. Translated strategy into actionable goals for growth. Supervised employee productivity. Monitored business performance. Forged long-term beneficial b2b and b2c relationships.

- Made operation profitable in 2.5 years.

**Porcelanos USA, New York
Marketing Director**

01/2006 – 08/2008

Led implementation of marketing initiatives in the USA, Canada, and Mexico markets. Oversaw the orchestration and execution of operations at Trade shows. Budgeted marketing. Secured agreements of promotional materials.

- Launched US-based brand, opening seven nationwide stores.
- Grew customer base by 240% in one year through aggressive online marketing plan focused on referrers, mainly architects & contractors.