

MATT JELICOE

Experienced CEO and Non-Executive Director with significant entrepreneurial and M&A track record. Main background has been the gaming industry and e-commerce software platforms. More recently a broader technology focus.

Areas of expertise

- Experienced Non-Exec Director
- Active strategic investor in early stage businesses
- Experienced CEO of small to medium companies (up to 250 people)
- Overseen the deployment of 50+ online brands and mobile projects
- International business development in Europe, Latin America, Asia/Australia
- Founded and exited 3 businesses
- M&A track record

Education

- 2004-2006 London Business School – Executive MBA
- 1990 – 1994 Edinburgh University – MA Hons

Management experience

Non-Executive Director – Borrowaboat.com (B2C technology - The ‘Airbnb of boat rental’) April 2019 to present

- Appointed Non-Executive Director to represent a group of investors
- Attendance of monthly board meetings with VC group and CEO
- Independent review of KPIs, monthly performance and budgets
- Independent review of company operational strategy and corporate strategy in terms of future capital raises

Non-Executive Director – I-pools.co.uk (UK regulated social gaming company) August 2018 to present

- Appointed Non-Executive to represent a group of angel investors
- Monthly board meetings to review progress against software development plans, KPIs and budget.
- Business development strategy and mentoring from August 2019 as business is rolled out.

Director – Sports Media Interactive (consulting and development company)

2010 to present

- Product development and software development consultancy.
- Focus on front end technology, mobile projects and data handling/data feeds.
- Business was sold to an investor in 2012, however remained as a director.
- Various consulting projects around the sports industry, online marketing and the gaming industry.

Previous

Non-Executive Director – Highlight Games Ltd (regulated gaming provider using sports rights to develop gaming products in regulated markets)

April 2016 to August 2018

- Early stage investor and director
- Input into product strategy and development strategy from start-up phase
- Managed initial product development JV for company
- Remained as NED through second and third funding rounds
- Attended board meetings with eventual acquirer (Cherry plc) to review KPIs, business performance

COO and CEO - Offsidegaming

(B2B technology provider providing sports betting services to the gaming industry).

April 2008 to December 2015

- Founded company with a group of investors and ultimately built the business into a 200+ employee group with gross revenues of \$50m per annum and 35,000 active customers per month.
- Primary business was sports betting (70%) but with significant verticals in poker and gaming.
- Oversaw 30+ brand launches across desktop and mobile in various markets.
- Managed all aspects of the business across multiple international offices from budgetary responsibility to product development, IT, marketing/CRM and business development.
- Identified, recruited and managed key partners in Europe, Africa and Latin America.
- Rolled out the business aggressively using an innovative joint venture model.
- Oversaw large IT restructure which entailed bringing all development in house and moving away from 3rd party vendors.

Investor and Non-Executive Director - CZ Holdings - trading as DrVegas. (UK regulated online casino operator)

May 2012 to April 2014

- Acquired loss making UK casino business with management team and implemented turnaround plan.
- Successfully sold to a group of investors once profitable.

Marketing Director - Sportingbet plc (publicly listed online sports betting group. Now part of GVC plc)

Feb 2001 to April 2007

- Various roles including Marketing Director and Commercial Director
- Worked across all European/Asian markets developing a combination of wholly owned markets and franchised 'white label' relationships from start up. Marketing a range of products across sports/poker/gaming.
- Reported to MD for Europe and latterly global COO
- Developed European business from a start up to a £31m EBITDA business
- Sportingbet at the time was the second largest internet bookmaker in Europe (behind Bwin).
- Management of £30m marketing budget and 80 direct staff
- Building high performance teams in France, Italy, Poland, Germany, Russia, Portugal
- Identifying strategic partners and negotiated JVs in Spain, Greece, Japan, Scandinavia.
- PL management for the markets and operational and marketing strategy for each brand.

Head of Marketing - Express Digital Media (Express Newspapers)

2000 to 2001

Group Account Director - Claydon Heeley Jones Mason (Integrated Marketing Agency)

1997-2000