

ANDY GORAM
NON-EXECUTIVE DIRECTOR

CONTACT

Tel: +44 (0) 7546 505481
Email: andy@bizjuicer.com
LinkedIn: [CLICK HERE](#)
Non-Exec: [CLICK HERE](#)

PROFILE

A creative, innovative, customer-focused business consultant and marketing leader with 26 years within Hospitality, Leisure Retail and Gaming. Expertise in creating, aligning and communicating strategy, brand and culture, inspiring and uniting people and businesses to succeed, passionate in being immersed in all aspects of concept development, creating memorable customer experiences.

- Employer Branding and Culture Development
- Team Development and Collaboration
- Branding & Marketing Strategy
- Private Equity and Integration
- Concept and Experience Development Strategy
- Employee Engagement Strategy
- Customer Data Strategy
- Business Turnaround
- Project Team Leadership
- Effective Communications

TRAINING, EDUCATION AND QUALIFICATIONS

- BA (Hons) International Hospitality Management (2:1): University of Brighton
- B/Tec Nat. Dip. Hotel, Catering & Institutional Ops: Brooklands Technical College

ACCOMPLISHMENTS

- Successfully built, re-organised, lead and improved marketing and cross-functional teams. Regularly coaching, training and mentoring subordinates and colleagues, reducing turnover and increasing engagement and successfully helping colleagues in their future careers.
- Designed, developed and led the National rebranding of the Gala Bingo retail brand to Buzz Bingo, creating the UK's leading omni-channel bingo offer.
- Led the digital transformation of the 140 strong Retail estate, re-designing the digital buying journey, in-club digital communications and growing gaming tablet penetration by 20% points.
- Led and facilitated workshops and seminars on the topic of employer and consumer branding to increase understanding, alignment and engagement of employees.
- Led Marketing, Operations and L&D teams on re-design, and communication of the ideal customer experience for products, including the strategic development and launch of the "Genesis" and "Genesis 2" Bingo Club concepts. Aim to broaden the appeal of the Bingo. Resulted in 10%-point admissions out-performance over estate.
- Formulated and delivered customer data strategy, which added valuable customer level spend data across key product categories, enhancing targeting, relevance and profitability.
- Developed and branded the sector unique "Learn to Play" experience for Gala Casino. Resulting in market-leading new member recruitment and conversion figures. 400k new members in 2008/09, +20% on 07/08.
- Part of successful MBO, backed by Caledonia Investments Plc., that saw Gala Leisure Ltd. brought from Gala Coral Group for £241m in December 2015.
- Integrated ~30 concepts, into a suite of branded and unbranded operating formats as part of the £2.5bn integration of the Scottish & Newcastle Retail business into the existing Spirit Group. Result, 2-3 points of sales growth in the following year across the portfolio.
- Jointly led the turnaround of the double-digit sales decline in the Mr Q's pub concept by bringing clarity to its strategic positioning and customer offer. Motivating the workforce to deliver an improved, stronger, customer-focused offer, alongside a successful promotion & pricing plan.

CAREER HISTORY

Dates	Employer	Position
Oct 2018 - Present	Bizjuicer Ltd	Business Consultant & Owner

Help businesses become stickier and more successful from the inside, out. Work focuses on creating, aligning and communicating strategy, purpose, values, behaviours and brand to employees.

- Provided clients with Strategic Marketing, Brand Experience Development, Employer Branding, Employee Engagement, Transformational Change, Communications & Coaching.
- Serviced sectors include Hospitality, Leisure, Gaming, Manufacturing, Medical, Care and Business Performance Consultancies.
- Key clients: Lane4, Mitchells & Butlers, Care UK, Civica, The Jockey Club, Buzz Bingo, Medi-checks, Technical Foam Services, Inicio.AI, Workvine, and Wingman Ltd.

Dates 2017 - 2018	Employer Gala Coral Group / Gala Leisure LTD /Buzz Group	Position Chief Brand Experience Officer
------------------------------------	---	--

Brand Champion, reporting to CEO, leading design and delivery of the omni-channel experience strategy. Team of 22 covering marketing and data. C.£30m marketing budget responsibility.

- Devised, built and implemented the new brand and the omni-channel brand strategy
- Led the £40m implementation of one of the UK's biggest leisure retail rebranding projects across 126 bingo clubs, new online and mobile channels. Turning the Gala Bingo club brand into the UK's leading omni-channel community gaming brand, Buzz Bingo.

Dates 2014 - 2017	Employer Gala Coral Group / Gala Leisure LTD /Buzz Group	Position Commercial Director
------------------------------------	---	---

Running a team of 18 across the full marketing function with additional product development responsibilities of Digital Gaming, Food and Beverage

- Led and planned the exit from the Trademark Licence Agreement with Ladbrokes Coral and the conception and development of the new omni-channel brand proposition
- Devised and relaunched the new company values and behaviours to assist the transformation of the business and rebuild the employer brand
- Developed 3-year product strategy and development pipeline for digital gaming (Tablets & Slots) and food & beverage
- Cross-functional coach and mentor
- Redeveloped, realigned and launched a new club concept in Southampton & Birmingham.
- Created and launched a new shopping and gaming experience on the digital platform leading to record electronic gaming penetration
- Delivered £1.8m of central marketing savings over 2 years, increasing volume and quality
- Member of the National Bingo Association Executive Board

Dates 2011 - 2014	Employer Gala Coral Group / Gala Leisure LTD /Buzz Group	Position Marketing Director
------------------------------------	---	--

Member of the Gala Bingo Exec. £10m marketing budget responsibility. Managing a team of 10 covering Brand, all Retail Marketing, PR and Customer & Market Insight and the multi-channel agenda across Retail and Interactive (Gibraltar) divisions.

- Delivered new customer segmentation and data strategy, including the "Buzz Rewards" data capture mechanic and communication strategy increasing spend per head by 5 points
- Grew online penetration of Retail customers from 2.6% to 5.2% of active customers
- Developed and launched the first new Bingo Club concept broadening the appeal of Bingo, increasing new customer admissions by 10%
- Devised and implemented the communication strategy for the "Price Smash!" pricing strategy that led to +2% point admission out-performance of the market.
- Developed, launched and managed customer engagement survey growing scores 30+ points
- Devised new and improved user journeys on Gala's Electronic Bingo Terminals, improving penetration by 20%

Dates 2009 - 2011	Employer Gala Coral Group / Gala Leisure LTD /Buzz Group	Position Group Insight and Marketing Services Director
------------------------------------	---	---

Reporting to Group Marketing Director, and member of CEO Working Group. Marketing budget of £40m. Covering Coral (Bookmakers), Gala Casinos and Gala Bingo, ensuring collaboration with the e-commerce business and realising all cross-group benefits.

- Managing a team of 25 across the disciplines of Retail Marketing, CRM, Loyalty Scheme Development, Sponsorships and Customer & Market Insight. Supporting, coaching and mentoring the team throughout. 6-month seconded management of digital team.
- Introduced new processes to deliver workload with 15% less resource. Rationalised agency support, delivering 20% savings across creative, print and production. Overhauled CRM created 40% cost savings and increased ROIs.
- Formulated group loyalty strategy, including development of the in-house scheme for Gala Casinos and management of the Nectar scheme in Gala Bingo.

Dates 2006 - 2009	Employer Gala Coral Group / Gala Leisure LTD /Buzz Group	Position Brand Experience Director
------------------------------------	---	---

Developed “Casino Magic”, learn to play experience. Followed up by the Casino Magic Bus Tour, taking this the casino experience on the streets to directly recruit new customers – 33% uplift in new members.

- Responsible for the strategic development of the “Fortune” brand – the UK casino market’s first and most comprehensive loyalty scheme and associated CRM programme.

Dates 2004 - 2006	Employer Spirit Group	Position MAD Director (Director of customer & market insight)
------------------------------------	--	--

Reporting to the Commercial Director with a dotted line to the CEO, responsible for Customer Service & Insight and aligning the organisation behind the customer

PROFESSIONAL MEMBERSHIPS AND ASSOCIATIONS

- PML holder (Personal Management Licence – Gambling Commission), Hay Evaluation (Foundation Level) trained

PERSONAL INTERESTS

- Entertaining, eating out, and I take on most sports (if not always successfully).