

RICARDO VALENTE

31·12·1983 - Portugal
www.valentework.com

+356 79000107
valentework@gmail.com

[LinkedIn profile](#)

About me:

Over a decade of passion, dedication, and experience in the Igamng sector, both from the player perspective and the business side.

During my career I always aimed to predict the mid/long-term impact of every decision and when adequate always with a creative mindset by rethinking the status quo. Pairing this with my very strong organizational skills based on my extensive experience in multiple fields of Igamng, Product and others, led me to my current role as a Product Leader where I'm now able to strategically create a vision and mission that fits the direction of the rest of the business.

As a product person I always push to reimagine the standard ways of poker, sportsbook, esports and casino products. Currently exploring new concepts such as customization fit for certain segmentation defined from the business side or empowering the users to customize their own journey .

Mixing my team-player personality together with my leadership skills, I've become a very capable leader able to build from scratch top performance teams while nourishing a healthy and collaborative work environment.

From web-developer, motion-grapher, teacher, poker player, sports/eSports data, resources allocator, program manager, bot hunter, manager, product manager, leader and head of product - I believe that my mix of skills together with my Igamng professional experience makes me a very versatile candidate to embrace different kind of challenges in this sector.

#Sportsbook #Poker #Casino #Manager #Data #Culture #Leader #SportsData

Following you can see some bullet points related to some achievements in terms of Product and Leadership:

@Sportradar/Betradar:

- With a team of 5 managed the start and the end point of the core product from SportRadar, including a statistical product that was later integrated with Google;
- Created a global efforts calculation tracker for Esports as a vertical;
- Used research and forecast models to predict operational demand vs capacity;

@Pokerstars:

- As a Game integrity manager, I've managed initially a team of 10 that was later restructured to a team of 5;
- Datacentric analysis and data visualizations work;
- As a product person, took solo ownership of 4 internal complex products with 3 development teams;
- Defined the strategy and vision for the Game integrity product department;
- Created the roadmap for mid term and defined possible scenarios for long term;
- For Game Integrity Product, I've built a long term organizational structure together with career path and hired accordingly – team of 3;
- Conducted competitive analysis correlated with a user centric approach to define the best product-market fit;
- Reached a max score in terms of Capability Maturity Model in terms of software development process and people management;
- Helped Define the poker product KPIs, KRAs and OKRs based on the company mission and vision;
- Led part of the Pokerstars Product agile transformation;
- Fostered a healthy and collaborative work environment across different teams;
- Reported directly to the Director of Online Poker Experience at Pokerstars – Chris Strag;

@JoiGaming:

- Created a product framework suitable for JOI with a centralized way of doing product;
- Defining new ways of working with internal and external stakeholders;
- Opex and Capex budgeting;
- P&L reporting;
- Casino and Sportsbook product management;

- Build and hired a product team from scratch suitable for the product framework in place;
 - Web, mobile web and App experience;
 - Won the online casino of the year (onlinecasinovanhetjaar.nl) with JACKS.NL;
 - Helped define JOI gaming strategy and vision together with the rest of the management team and the Board.
 - In a centralized way of doing Product i've handle all the departments: Marketing, Gaming, SportsBook, all the sub-departments from Operations, Compliance, Data/Bi and Finance
 - Exploring customizations and gamifications using a customer-centric approach;
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WORK EXPERIENCE

JOI Gaming - Malta

Jan 2022 – Present

Head of Product

- Defining and creating a product framework suitable for JOI.
- Creating new ways of working (internal and external).
- Defining the product Budget, opex and capex.
- P&L experience.
- Acquisition and retention experience.
- PoC for internal Stakeholders and external inbound.
- Building a stable mid-term structure for the product team with a career path.
- Product Audit, reviewing all the technology, data architecture, components, flows and UI/UX of the main site.
- Creating an expansion plan for additional brands.
- Customization – segmented approach vs user defined.
- Gamification - acquisition and retention tools.
- Conversion optimization with Marketing.

StarsGroup (PokerStars) - Malta

Aug 2021 – Dec 2022

Product Manager

- Product Manager for multiple internal interfaces, responsible for Creating/Maintaining/Improving/Fixing each product functionalities.
- Translating the business requirements into detailed specs adequate to the developing squads
- Defining what requests are feasible followed by prioritising those according to "priority" vs "cost"
- Assuring that the products remain robust and with low downtime
- Creating roadmaps or other adequate visualisations to be used as timeline view showcasing the ongoing/upcoming projects -Keen to document information on all the projects
- Use of data as a decision making to recommend future initiatives to develop
- Capable of mediate the expectations between different departments
- Roadmap creation aligned with the stakeholder needs and company vision.
- Built and managed a team of 3 product people.
- Created a new development squad.
- Creating mid/long term structure for the team GI product team.
- Creating complex business plans to support new and ongoing products.
- Supporting the technical side when building new development squads.
- Sampling ecosystems for different game formats and player pools.
- Agile knowledge – Jira as a tracking tool
- Balsamiq and Miro knowledge
- Part of poker product leadership team and the agile transformation within the poker product vertical

StarsGroup (PokerStars) - Malta

Jan 2021 – Aug 2021

Game Integrity Services – Bot Manager

- Contact point between departments -
- Responsible to define new business requirements adequate to the current needs of the department -Reporting for KPI tracking purposes
- Managed initially a team of 10, later broken down into squads of 5 people.
- Delegating tasks between agents
- Creating new tools to optimise workflows
- People Manager

- Dealing with regulator reports
- Parallel work with PokerstarsCasino

StarsGroup (PokerStars) - Malta

Dec 2019 – Dec 2020

Game Integrity Services – Senior Bot Specialist

- Enforcing the company policy with main focus but not limited to: prohibited third party tools, bots, AI and any other forms of unfair gameplay.
- Detailed data-driven investigations while assessing the proper outcome in case confirmed fraudulent behaviour.
- Behaviour digital data specialist – from profiling based on human vs non-human data-points interactions
- Strategical analysis
- Software inspection – reverse engineering - Conducting investigatory interviews to suspects.
- Implement automated detection methods based on suspicious behaviours
- Automatising daily business tasks by making tools that increase the efficiency of each agent
- Data analysis for decision making.
- Data visualisation to translate complex data sets into easy-to-read data
- Ad-hoc: Responsible to investigate escalate complex cases for Casino and Sportsbook.

StarsGroup (PokerStars) - Malta

Aug 2018 – Dec 2019

Game Integrity Services –Bot Specialist

- Enforcing the company policy with main focus but not limited to: prohibited third party tools, bots, AI and any other forms of unfair gameplay.
- Detailed data-driven investigations while assessing the proper outcome in case confirmed fraudulent behaviour.
- Behaviour digital data specialist – from profiling until microscopic view of core data-points highlighting non-human interactions - Strategic analysis – GTO
- Software inspection.
- Conducting investigatory interviews to suspects.

Sportradar AG (Betradar) - Germany

Set 2017 – Aug 2018

Program Manager

- Improving and creating workflows;
- Maintain documentation up to date in an always changing environment;
- Contact bridge between all the production departments;
- Time tracking and internal tasks allocation;
- Analysing if new methodologies were successfully implemented;
- Ensuring quality data for over 1500 different sports and esports competitions in a fast-paced environment; - Analytical growth reports for all the covered events;
- Efforts per task/worker reports;
- Responsible for monthly overviews in order to predict the daily workload per team member; - Ability to work under pressure usually;
- Ability to deal with short deadlines or short notice requests;

WORK EXPERIENCE

Jan 2017 – Aug 2017

Planning

- Use of Kanban methodology for planning purposes (Jira);
- Planning and scheduling monthly and daily production tasks for Sportradar worldwide offices;
- Time tracking reports to calculate spent efforts in all departments and make the necessary adjustments; -Analysing sports data and trends to predict the needed resources for upcoming months;

Jul 2016 – Dec 2016

ESports Data

- Real-time esports data;
- Keen eye for detail;
- Communication with external partners;
- *Completed* Cambridge English Level 2 Certificate (Advanced)

PerformGroup – RunningBall - Portugal

Jan 2013 – Jun 2016

Fast data Supporter Multi Sports

- Understanding how real-time sports data interacts with B2B clients;
- IT networking, setting up the hardware and software during the office relocation.

Freelancer

Oct 2010 - Dec 2012

Web Developer

- Web Development

Castro Daire – Portugal

Jan 2010- May 2010

Highschool IT Teacher

- Conception, planning, execution and evaluation of classes regarding IT educational subjects.
- Improved pass rate by over 30%

Poker Industry

Jan 2009 - Jul 2013

Poker player and coach

- Coach for a Portuguese/Brazilian community
- Affiliated marketing

Portalógica – Digital Solutions

Jan 2009 - Jul 2009

Web developer & Motion Grapher

- Web Development
- Motion graphics for web and media

Eduweb

Oct 2008 - Dec 2008

Flash Animator

- Flash animations for a digital educational book collection.

TRAINING

Dec 2016

Cambridge English Level 2 Certificate (Advanced)

10 / 16 November 2012

Interactive Mobile Applications Masterclass at EDIT - Interactive Design School, Lisbon

- Touch Design and Objective-C Programming.
- Design, prototyping and presentation of an interactive application.

12 / 13 Out 2012

EDIT. Open day - Interactive Design School, Lisbon

· Social media marketing and mobile interface design conferences and workshops.

Jan 2010 - May 2010

CAP – Professional Training of Trainers Course at IEFP, Aveiro ·

· Professional Certificate on pedagogical skills.

May 2007

Flash MX at FDTI, Aveiro

· Flash MX course. Introduction to animation for web and stop motion movies animation.

E D U C A T I O N

University of Aveiro

2005 - 2009

Graduation in Information and Communication Technologies

An Interdisciplinary course focusing on business and information system planning and implementation. Noteworthy subjects: Programming, Database, planning and evaluation, human-computer interaction, static and digital image, multimedia, new business models. **Extra-Curricular:** Team Captain of the ICT futsal team.

University of Aveiro

2002 - 2005

Computer Engineering and Telematics

Three years attendant. Focusing on applied computer science, the main subjects of study included mathematics, science along with technological knowledge, programming languages and software processes.

C O M P U T E R S K I L L S

Languages: HTML, HTML5, CSS3, C, Javascript, JQuery, ActionScript 2.0, ActionScript 3.0, Python

Extras: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Flash, Adobe DreamWeaver, Adobe AfterEffects, Adobe Premier, Microsoft office (Word, Excel, PowerPoint, Visio), UML, Atlassian(Confluence/Jira).