

## Account Manager IV

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Company: IGT

Location: Bogota

Category: other-general

IGT (NYSE:IGT) is a global leader in gaming. We deliver entertaining and responsible gaming experiences for players across all channels and regulated segments, from Lotteries and Gaming Machines to Sports Betting and Digital. Leveraging a wealth of compelling content, substantial investment in innovation, player insights, operational expertise, and leading-edge technology, our solutions deliver unrivaled gaming experiences that engage players and drive growth. We have a well-established local presence and relationships with governments and regulators in more than 100 countries around the world, and create value by adhering to the highest standards of service, integrity, and responsibility. IGT has approximately 10,500 employees. For more information, please visit .

### SUMMARY

The Account Manager is responsible for developing and maintaining key customer relationships, ensuring the customer is highly satisfied with IGT's products and services and that all revenue generation opportunities are maximized. They are also responsible for upselling, cross selling and promotional activity within the customer with regards to IGT products in both channels.

Based in UK/Gibraltar and reporting to Sn. Commercial Director , the role will be expected to drive the strategy and ongoing development of nominated customer accounts with regards to IGT's Digital strategy.

Developing a comprehensive understanding of the customer's business, the successful candidate will draw upon their knowledge of the casino gaming market to become a trusted advisor to the customer. The successful candidate will have strong

communication skills, a client friendly manner, be flexible and thrive in challenging and evolving environments. Acquired knowledge of casino products, especially IGT's game library, is advantageous.

The Account Manager is responsible for the entire customer experience. In order to perform effectively, they will work closely with customers to identify and manage a customer's expectations, working in partnership with other internal IGT departments, including the Product and Delivery teams. The Account Manager is also responsible on a day-to-day basis for managing client satisfaction and financial performance of IGT games.

In order to perform effectively, the Account Manager should have an excellent understanding of online casino, and in particular marketing, game promotions, game positioning and all the KPIs that demonstrate the success of a casino game, helping the customer to improve their performance with an open and regular dialogue.

#### **ESSENTIAL DUTIES / RESPONSIBILITIES:**

- Develop customer relationships across all levels, ensuring the customer is highly satisfied with the company's product and services
- Maximize revenue generation opportunities within the nominated client base, in particular the launch, promotion and cross selling of IGT's games, products and services
- Track the financial performance of the customer account and monitor performance in order to deliver revenues in line with the company budget
- Work closely with technical production and project managers to successfully deliver client projects which include new games, software upgrades, and back office configurations,
- Work with the customer to launch IGT products on a timely basis, ensuring that both new and existing products are promoted with maximum exposure onsite, regular eCRM and external marketing campaigns to optimize revenue performance. This will include game demonstrations, customer tracking and liaison with the customer's marketing and product teams to highlight the benefits of IGT games.
- Develop additional sales opportunities, assess financial performance, and liaise with legal and compliance teams on the contracts.
- Maintain an up to date knowledge of industry trends and best practices to be well

positioned to best advise the customer.

- Maintain a comprehensive knowledge of the company's products and services.
- Act as an escalation point for customer issues, working to ensure that all issues get resolved satisfactorily and promptly.
- Assisting in prospecting and acquiring new potential customers, attending prospect meetings where required.
- Responsible for collection of customer feedback, verification and ranking of customer requirements for new product features and functions.
- Monitors client post-production issues, bug fixes and sets priorities for Services and Network Operations with the relevant internal departments

### **KEY SKILLS AND EXPERIENCE**

- 2-5 years' gaming experience, ideally gained in account management roles
- Proficient in MS Office (Word, Excel and PowerPoint) – in particular the use of Excel and PowerPoint
- Excellent team player – ability to integrate to the team quickly, bringing a positive attitude and way of work
- Well organized and structured person, keen to progress their career in gaming
- A record of developing strong working relationships with executives, peers, and associates
- Clients are based in the LATAM ; travel is required

### **Keys to Success**

- Building collaborative relationships
- Decision making
- Drive results
- Foster innovation
- Personal energy
- Self-leadership

#LI-RQ

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