



# Victor Alba

iGaming Specialist

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## Summary

I'm a passionate sales leader who thrives on inspiring teams to smash records and exceed expectations. Throughout my career, I've consistently delivered record-breaking KPIs and surpassed sales targets while leading teams of 20+ professionals. What drives me is helping customers make informed decisions while building lasting brand relationships. I believe great sales results come from authentic connections and staying true to company values. As a leader, I focus on supporting my team - setting clear goals, building strong relationships, and rolling up my sleeves to work alongside them every step of the way.

## Work experience

### Head of VIP

2022-06 - present

ENFLAMEX LTD (Limassol, Cyprus)

Led and supported client-facing teams (Account Executives, Customer Success Managers) to ensure seamless customer operations. Streamlined internal processes, including CRM management, cross-department collaboration, and executive reporting.

#### Notable Results:

- **Reduced outsourcing costs by 20%** while maintaining service quality.
- **Boosted revenue by 30%** after launching a tailored **VIP retention program**.
- **Drove growth** by onboarding **20,000+ new users** through strategic affiliate partnerships.

### Head of VIP

2020-03 - 2022-02

MAMALAT LP (Kyiv, Ukraine)

Led a high-performing team of 10 sales professionals, driving revenue growth and operational excellence through:

#### Key Responsibilities:

- Conducted monthly strategy sessions to align team goals, initiatives, and performance metrics
- Developed data-driven sales forecasts and dynamic quotas to maximize team success
- Collaborated with leadership to enhance core skills (negotiation, customer service, active listening) through targeted training programs

#### Transformational Results:

- **Scaled revenue by 300%** within 2 years by overhauling sales strategies and customer experience frameworks
- Built customer service operations **from scratch** - including policies, CRM standards, and sales cycle documentation
- Spearheaded **full-cycle talent development**: recruitment, training, and mentorship programs that elevated team performance
- Revolutionized promotional planning by integrating product insights with customer experience data

## B2C VIP Key Account Manager

2017-10 - 2019-12

NEWTREX LTD (Kyiv, Ukraine)

### Core Responsibilities:

- Managed a high-value player portfolio while delivering actionable insights through detailed customer performance reports
- Collaborated cross-functionally to boost player engagement and maximize revenue streams

### Key Achievements:

- **Slashed customer churn by 50%** through targeted retention strategies
- **Drove consistent growth** across all critical metrics:
  - ✓ ARPU (Average Revenue Per User)
  - ✓ GGR (Gross Gaming Revenue)
  - ✓ Deposit amounts
  - ✓ Hold percentages
- **Pioneered a player classification system** that optimized retention tactics for different customer segments

## Education

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### Master's degree

2020-01

KROK University

Master's degree, Project Management | KROK University, Kyiv, Ukraine (2020)

### Bachelor's degree

2018-01

National University of Food Technologies

Bachelor's degree, Computer Science | National University of Food Technologies, Kyiv, Ukraine (2018)

## Qualifications

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### Core Competencies:

- 7+ years of iGaming expertise with proven success in sports betting and online gambling verticals
- Exceptional client relations skills with ability to build trust with high-value players and stakeholders
- Innovative problem-solver with record of delivering 110%+ sales performance through creative solutions

### Marketing & Sales Expertise:

- Digital Campaign Management
- Lead Generation & Conversion
- Brand Strategy Development
- B2C Growth Marketing
- Email & Content Marketing

### Technical Proficiencies:

- Microsoft Office Suite (Advanced Excel, Power BI, Visio)
- CRM Platforms (Softswiss, Bitrix 24, Salesforce)
- CX Management Systems (OTRS, Zendesk, BPM Creatio)
- Trading & Marketing Tools

### Key Strengths:

- ✓ Data-Driven Decision Making
- ✓ Cross-Functional Collaboration
- ✓ Process Optimization
- ✓ KPI Analysis & Reporting