



ADN / PROFILE ESSENCE / WHY ME

*"I am a specialist in strategy, operational business management and development of **transactional digital activities**". 18 years Performance driver within disruptive industry.*

Introduction

Development of strategic road maps, definition and operational implementation of KPI's, international expansion, full responsibility for P&L.

From pure players to leading international Premium brands (FR and EU): massive use of mass media as digital peer to peer (BtoBtoC) channels, sale of services and products (as white label solutions).

Advising in the past 4 years a fast growing digital agency (ZOL.fr: app, front and back end development).

4 keywords: **creation** and **monetization** of traffic / **acquisition** and **retention** of paying customers (millions paid transactions through online services).

What I'm looking for

A regional or business unit management – key position, within markets with strong potential facing deep transformations and challenging hard competition in international environment.

Major Professional Experiences **that I'm proud of / 14 years abroad (Belgium/UK/Malta/Lebanon/Africa).**

2023 - 2013

Those last 22 months, CEO of Moobifun (+ 50 people), French tech solutions provider, mainly around **full cloud & omnichannel gaming platform (Mobile/Web/USSD)** and **our proprietary games portfolio** (lottery/casino/scratch cards etc...). We provide as well payment integrations (Aggregator status), covering 14 African countries and 2 in Middle East with **our microlending platform.**

Full reorganization, back on balance after 4 years losses, won new markets (National Lottery of Nigeria).

Thanks to those achievements, now cumulating a second hat, as CEO of MojaTech Services, to lead the main internal group project, in Nigeria (Exclusive products on national license).

Overhauled all of the MATCHEM ("French" Racing Post) & JOA group's (3rd French Casino Group: 33 Casinos) digital activities (€45M and €240M turnover, with an increasing share of the digital channel: +23% & + 10%), notably through the creation and leadership of a Joint Venture at JOA.

- launch of platforms (desktop & mobile) at par with the market and increase the average basket of transactions (Paywalls + 20%)
- implemented CRM / retargeting policies and aggressive leads nurturing by strata of profiles in a context of high turnover
- divided the structural deficit of online activities by two (cost killings, re negotiation, optimization)
- official representative to state authorities (ARJEL) & TRACFIN.

Raised my region (South East Europe) at first position on the regulated markets of the 1st group of online gaming in the world (**The Stars Group**).

- took over 5% of MS from the French leader and launched **simultaneously in three countries with strong ties** one of the group's transactional website (**BetStars**)
- 30 M€ annual budget management.

RETAIL: I led the digital transformation of an entity of 400 national points of sale in Belgium (Ladbrokes: 120 people / € 120M turnover (subsidiary of a listed group of 13K people and £ 1.2B turnover)) for inertia for 30 years with success:

- brand dusting, renovation of the physical network,



- launch of the transactional operator app and website: + 7% growth and 15% of market shares.

2013 - 2005:

I mainly contributed to the regulation of a complex compliance environment:

a fast growing market, over 1 billion euros / year at that time (5 billion in 2019), having been the first French Managing Director (2005) for a private Gaming operator (the Belgium "MrBookmaker" bought \$120M by Unibet, not for his Belgian native position but for the results and potential of French achievements in less than 2 years).

I carried 3 brands at leadership position on their specialties with each more than 30% of Mkt Shares and co-founded a 4th sold to the American group Bally Technologies (Chiligaming Group).

Founder and Main speaker of iGamingFrance (French EGReview) I led French lobbying by organizing meetings with the French State authorities (French Gaming Commission and Economy Ministry) and private operators in what will become AFJEL (Regulated Private Operators Association)

2005 -1998:

I took 20 points of Mkt Share to the French local advertising market (Regional Daily Press, and local radios), 40% to the free press, importing an American model on the Entertainment (CitySearch): productions of local contents and services of proximity.

I have constrained the whole ecosystem of the local media to come to my territory, the digital: more than 20 competitors in the space of two years.

I went looking for growth drivers and value creation:

- with the sale of local content (dynamic agendas) to banking portals,
- the creation of LiveCity (local news channel sold to Agence France Press, constraining i-TV (Canal+ Group) to set-up locally,
- creation of added-value services (development of local ticketing tool, premium ticket with Pathé (cinema operator), first car-pooling service, buy-in and integration of CanalFood ...).

I transmitted and transferred to my teams (from 5 to 45 people) while giving them autonomy:

- restored meaning to functions losing their enthusiasm facing digital projects and transformations.

Key skills

I outperform:

- in mission mode, **Go to market and recovery of market shares.**
- in **Agile Innovations & Approaches.**
- in **transversal Management** and creation of **Task Forces.**

I pitched and participated in fundraising (GL Events, Auriga Partners, Dassault Development, Carrefour, Iliad); **co-founded 3 start-ups: I am an intrapreneur**, branding aficionado (<http://www.jerome-falcon.com/cv/portfolios>) and scale-up performer.

Personal touch and main key features

A marked and recognized quality trait: curiosity works here, 360 ° out of the box, **great adaptability.**

High level of commitment and strong resilience.

Quote: It's highly serious, it can't be boring.

www.jerome-falcon.com