

HELEN BRITTAIN

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CHIEF INFORMATION OFFICER

Highly adaptable executive director, with a proven background in technology, operations, commercial and finance leadership, formulating strategies and tactical improvements that consistently deliver ROI expectations. Executive Committee Member. Able to lead operational excellence and major projects that meet organizational objectives, whilst re-engineering transformational improvements, building stakeholder engagement, and creating/scaling high-performance teams. Defined by my ability to implement significant cost savings initiatives, customer and user experience improvements and organizational redesign. Knowledge of hospitality, casinos, gaming, utilities, across plc and privately owned companies. Experience of managing large and small business transformation initiatives (exceeding £10M), while guiding a team of 50+ specialists across multiple territories, meeting all challenges through critical thinking, and business KPIs/intelligence.

Accomplished communicator, able to lead transformations and technology programmes that achieve financial success. Founder of www.volunteertecharmy.org to connect charities and not for profit organisations with tech talent during the covid-19 pandemic, working with NHS, UNICEF, Citizens Advice and other charities. NED/Trustee for a charitable company helping palliative young cancer patients, and BuildAid, a charity providing construction and infrastructure aid across to communities in need around the world.

Looking for an opportunity to use my knowledge from highly digitalized sectors with fast-paced consumer needs to help other sectors in greater need of support.

KEY CAREER ACHIEVEMENTS

CHIEF INFORMATION OFFICER AT GENTING UK:

- Defined the technology strategy to underpin the 3 year operating plan.
- Launched new mobile-first Online Casino website (www.GentingBet.com) in the UK and for Maltese and Spanish markets. Ensuring regulatory compliance, and transforming digital development teams by implementing agile methodology. Established a new internal development team for the platform. Release times reduced dramatically from 3 months to 2 weeks. Delivered 7 new mobile websites across the group in 12 months.
- Established a tier 3 high availability Data Centre in Malta, providing a secure hosting environment for core systems.
- Developed an internal middleware for potential new revenue streams.
- Launched a new MyGenting rewards/loyalty mobile app on ios/android to engage customers in a new way in our casinos, including foundations for wallet transfer.
- Insourcing of data warehouse, integration, and full stack development capabilities, building a team for the future.
- Responsible for a team of infrastructure, network and security engineers, service desk and support engineers, developers (full stack), application managers, QA, Business Change and PMO.
- Defined and implemented an industry leading player protection measures across 1000 slot machines, enabling our customers to set limits and control their budgets.
- Implementation of new EPOS tills and handheld ordering across 4000 employees, multi-site.
- Increased the internal customer satisfaction scores for the Technology team by 10% pts reducing helpdesk tickets and improving systems uptime/performance, through leading a programme of service improvement initiatives whilst implementing 24/7/365 support. Highest staff engagement of any team in the business.
- Generated significant transformations to the IT architecture process, from legacy systems to a service-oriented environment, and a shift to cloud-based services.
- Reduced IT operating costs by 20% through procurement processes and insourcing.
- Closed regional offices and established a technology centre of excellence of 100+ team members in Birmingham and third parties, saving £1m per annum.
- Accountability for Infosec and the programme for achieving ISO27001.

DIRECTOR OF CHANGE AT GENTING UK:

- Transformed operational processes by taking all manual back-office admin “online” through scale roll-out of tablet technology and middleware across the casino estate.
- Built and delivered a business case to overhaul company-wide commercial agreements saving £2m pa.
- Trialing and rolling out a programme of table optimization and profitability improvement initiatives to increase yield by 1% pt. Leading cross functional teams to coordinate the delivery of these initiatives.

HEAD OF LABOUR AT MITCHELLS & BUTLERS PLC:

Leading a multi-disciplined team to implement a labour rostering, sales forecasting and payroll solution across 1600 retail outlets and 13 leisure retail brands, to deliver outstanding customer service and manpower efficiency, benefits of £5m profit pa.

BUSINESS CHANGE MANAGER AT MITCHELLS & BUTLERS PLC:

Working across a number of initiatives to trial new business processes and technologies to replace legacy systems, including, stocks/margin/sales, labour scheduling/payroll and pricing.

EXPERIENCE

JANUARY 2021 – PRESENT

CHIEF INFORMATION OFFICER, GENTING UK PLC

MAY 2016 – DECEMBER 2020

DIRECTOR OF TECHNOLOGY & CHANGE, GENTING UK PLC

Leading the group Technology Services and Business Change teams for Genting UK Casinos (35 sites across EMEA), Resorts World Birmingham (Europe’s first Integrated Casino resort) and GentingBet.com Malta. Leading a large team (c50+ people; engineers, networks, infosec, apps, dev, QA, integration & data, PMO) with multi-million pound budget responsibility supporting multiple business units. Experienced in data centre and support centre relocation and digital and software development. Launching multiple customer-facing online MVPs into new markets. Implementing agile development methodologies and public cloud infrastructure. Leading onshoring/offshoring programmes. CIO 100 2019, 2020. M&A activities. Member of the Executive Committee. UKGC PML license holder.

APRIL 2013 – MAY 2016

DIRECTOR OF CHANGE, GENTING UK PLC

Reporting to Managing Director/ COO. Directing a programme of group change projects for a step change in operational efficiency across the UK business. Including automation of administration processes to tablet technology, pricing and yield optimisation, workforce management, procurement, Cash & banking processes/technologies, BI. Hands-on building of bespoke business workforce models using technology. Leading a programme of activities and projects to secure competitive advantage and P&L benefits.

JANUARY 2012 – APRIL 2013

HEAD OF OPERATIONAL EFFICIENCY, GALA CORAL GROUP

Responsible for strategy for delivery of annual efficiency benefits through more effective operational processes, revenue and yield management (table optimisation), labour productivity and rostering systems. Hands-on building of bespoke business workforce models using technology. Leading cross functional project teams to develop and trial all of the above initiatives.

SEPTEMBER 2010 – DECEMBER 2011

HEAD OF FINANCE, MITCHELLS & BUTLERS PLC

Partner to the Commercial Director, to provide the Board with financial direction on major corporate procurement and investment decisions across the brands/divisions (£1bn annual expenditure), and act as finance lead on company-wide change projects. Driving the group financial plan for delivery of £100m benefits from business initiatives, such as commercials, organisational redesign and cost reduction.

Responsible for the management of the head office finance team. (P&L and balance sheet). Team responsibilities: financial planning and analysis, decision support and budget management, management accounting, financial reporting, capital investment appraisal, driving finance systems/control changes and implementing audit committee recommendations.

ADDITIONAL EXPERIENCE – B2C and UTILITIES

Head of Labour – Mitchells & Butlers plc

Business Change Finance Manager – Mitchells & Butlers plc

Divisional Finance Manager / Commercial Analyst – Bass plc

Treasury Accountant / Money Market Dealer – Midlands Electricity Board plc/ NPower plc

Accountancy Training Scheme - Midlands Electricity Board plc/ NPower plc

EDUCATION

MSC TECHNOLOGY, THE OPEN UNIVERSITY, STUDENT

ASSOCIATION FOR PROJECT MANAGEMENT, ASSOCIATE MEMBER

BSC (HONS) PHYSICAL SCIENCE, THE OPEN UNIVERSITY 2:1, 2007

ACMA/GCMA, CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS, 1999

AWARD WINNER IN THE MIDLANDS.

ITIL FOUNDATION

LEAN SIX SIGMA, GREEN BELT

CERTIFIED TRUSTEE, ICAEW

PERSONAL MANAGEMENT LICENSE, UK GAMBLING COMMISSION