

Contactar

www.linkedin.com/in/eduardo-morales-hermo-b985091b

(LinkedIn)

www.igamingco.com (Personal)

.ficomleisure.com (Company)

www.codere.es (Company)

Aptitudes principales

Gaming

Marketing Strategy

Product Development

Languages

Italiano (Professional Working)

Frances (Professional Working)

Español (Native or Bilingual)

Publications

EL JUEGO ONLINE UN
SEGMENTO COMPLEMENTARIO
NO SUSTITUTIVO DEL JUEGO
PRESENCIAL

La Industria del Juego tiene
Futuro....

Qué podemos aprender de la
regulación online existente hasta
ahora.....

<http://www.ficomleisure.com/ficom-leisure-wins-the-2015-egr-b2b-awards-in-the-corporate-service-category/>

Nuevo mercado de juego online en
Portugal

Eduardo Morales Hermo

Online & Retail Betting & Gambling-Omnichannel-Biz Development-
Specialized in U.S. - LatAm- UE + new emerging markets and M&A's
Madrid Area, Spain

Extracto

Eduardo Morales Hermo, has over 50 years as hands-on, high energy entrepreneur and advisor, corporate executive management, business strategy, marketing and product development; for retail and online betting and gambling industry B2b & B2C world wide.

Practical knowledge & world wide experience in the betting and gambling industry, loving it; expert in the EU, USA, Latin and South America markets. With knowledge in a broad array of leadership and management needed to turnaround business, strategy, new product development, outsourcing technology, international expansión, assess how to anticipate and address the complexities of technological changes, the inevitable transition to enter regulated and taxed markets, to maximise the long-term value of the business for its shareholders, customers and employees.

With over 20 years' specialized experience in the online betting and gambling business, involved in over 35 projects in the UE and LatAm; business strategy & development, product and games development, regulatory framework for the online betting & gaming industry in regulated markets, expert in land based gambling and betting groups entering into online channel, or adding online + mobile betting & gaming for a omni channel strategy. B2B & B2C specialist.

My advisory work is exciting, with a worldwide approach, providing bottom line oriented, management professional strategy advisory. Enjoy the challenge of business turnaround, entrance in new markets, start ups, design and develop the best strategy for product with a business model adapted for each segment and market.

Degree in ECONOMICS, FINANCE AND MANAGEMENT STUDIES by Emmanuel College (University of Cambridge, U,K,); MBA/JD JOIN PROGRAM DEGREE. (LMBA), by the University of Maryland,

USA; MINOR DEGREE in New Technologies Applied to Gaming and Entertainment; by the UNLV University of Nevada, Las Vegas, USA. (OGBMM).

Experiencia

Ficom Leisure - Gaming Advisory & Investments

Senior Gambling & Betting, Business Consultant

enero de 2008 - Present (12 años 6 meses)

London, Rome, Malta, Miami, Madrid

www.ficomleisure.com

Asesor Consultor en mas de 30 proyectos de juego y apuestas, presencial y online + móvil

Consultor externo especialista en juego y apuestas presencial y online, Desarrollo de Negocio, Estructuración y puesta en marcha de Empresas, Análisis de Mercados, Marketing, Regulación de Juego Internacional, puesta en marcha de nuevas normativas de juego, aspectos técnicos, fiscales y de modelo de negocio...en todas las áreas de casinos de juego, apuestas deportivas, salas de bingo y salones de juego.

Advisor & Consultant in over 30 Land Based and Online Gaming & Betting projects

Senior advisor and consultant for land based and online gambling & betting in all segments (casinos, sports betting, bingo and gaming terminals) and all channels (retail - online - mobile), ... omni-channel, Business development, strategy positioning, restructuring, start up and merger of corporations; Advisor to gambling regulators, technical, tax and compliance framework development EU and The Americas.

- Experto en adaptar un casino convencional para las nuevas generaciones como complemento de sus clientes convencionales.
- Expert to adapt land based casinos for the new generations customer as a complement to their core conventional customers.

- Experto en desarrollo del modelo de negocio adecuado para espacios de apuestas deportivas presenciales para una propuesta multicanal online + móvil.

- Expert in development of the best business model for sports betting - shops - sportsbook - land based for an omnichannel strategy online + mobile.

iGamingCo, Ltd.

Gambling & Betting - Advisory, Consultancy, Strategy, Business & Corporate Development

enero de 2005 - Present (15 años 6 meses)

Madrid, London, Panamá, Las Vegas

<http://igamingco.com/>

Consultancy & Advisory on Strategy - Biz Development - Hands On

Restructuring: - Both Retail & Digital Gambling and Betting. 47 years in the gambling industry in development and management of land based and online gaming segments,

Over 40 advisory and consultancy deals in the last 25 years in all fields of the gambling & betting industry; online & land based-retail casinos, sports betting, bingo halls and gambling &; online and mobile gaming; casino, sports betting LBO's 'SSBT's developments and slots.

Strategy, Business & Corporate developments for land based and online gaming & betting industry segments.

Provides a full suite of services to land based gambling companies including the expansion from bricks and mortar to online, assisting start-ups with operational set-up and funding, international expansion into new regions across the globe, product licensing analysis and negotiation with vendors, general business strategy and development.

Specialized in US. Sports betting for retail and digital - bringing land-based companies into online gaming & betting, under a omni-channel - one wallet configuration, capitalize conversión, for US multi state gambling companies.

Business & Marketing planner for land based and online channels, Create strategic coordination on advertising campaigns,-target-audience Media plan design.

Advisory on business development land based + online, JV's, M & A's & white label approach and prospect on EU, U.S., South, Central and Latin American markets overall.

Advisory for licensing, compliance and homologation process for land base and online, system platforms and game verticals.

Entry in new emerging markets with deep knowledge and relations with local gambling groups worldwide.

Regulatory & institutional relationship Access to Government institutions.

Deep knowledge on all gambling business: regulation; worldwide trends EU, Eastern Europe, The

Grupo Codere

International Gambling Consultant

julio de 2007 - marzo de 2018 (10 años 9 meses)

Madrid, Lat Am

Consultor Senior de Juego y Asesor en Desarrollo de Negocio, Presencial y Online + Móvil, en áreas de negocio de casinos de juego, salas de máquinas de azar, salas de bingo y apuestas deportivas.

Codere es una empresa multinacional del juego con negocios en España y América Latina y Sur América, primera empresa española cotizada.

Senior Consultant and Business Development Advisor, Land Based & Online + Mobile in all business segments of Casino, Gaming Terminals, Bingo, Sports Betting.

Codere is a multi national gambling company, www.codere.com; and is the only Spanish gambling company quoted in the Madrid stock Exchange;

Iberargen is the Argentina división for gambling operation in that territory.

CODERE: Spanish multinational group and a key player in the private gaming sector with a presence in Europe and Latin America. And is the only Spanish company in the gaming industry that is publicly traded, having gone public on October 19, 2007. The company continues to develop its activity in this industry with complete transparency and accountability.

CODERE began its activity operating gaming machines in 1980.

CODERE holds a leading position in its core business areas and countries where it operates. The company is the leading gaming operator in the province of Buenos Aires (Argentina), the largest operator of gaming halls in Mexico and a leading operator in other markets such as Italia, Panama, Colombia, Brazil and Uruguay.

CODERE operates in five business areas: Gaming machines, Gaming Halls, Sports Betting, Racetracks and Online Gaming. The management of all operations conforms to the peculiarities of the eight local markets where the Company operates.

In 2017 operates 55.060 gaming machines, 183 casinos, bingos & gaming halls, 4 racetracks, 3.984 betting POS; operating land based in Argentina, México, Colombia, Spain, Italy, Panamá, Brazil and Uruguay. and Online & Mobile Gaming and Betting webs in Mexico, Colombia and Spain.

Grupo Egasa - Luckia

Gambling & Betting, Strategy, Business Development & Marketing Advisory

enero de 2015 - septiembre de 2015 (9 meses)

SPAIN

Goup Egasa, (www.egasa.com) Spain, LatAm, Croacia -

Grupo Egasa is one of Spain's top 5 gambling & betting companies, involved in land based casinos, adult gambling centers, bingo halls, retail sports betting and single site awp operation as well as online gaming (www.luckia.es). With presence in Spain, Croatia and Latin America.

Specific Advisory Contract to Group Egasa-Luckia, in the new sports betting development of Luckia Sport Cafe; new business model for active adult gambling arcades and new developments, involving retail & online sports betting, gambling machines and a modern custom made concept coffee bar area, under a franchise business model, to capitalize the cross sell potential of the different product content under a multi channel environment. Enforce development in retail sports betting in gaming arcades, betting shops and sports betting automatic terminals in single sites.

Instituto de Empresa University

Profesor Gaming Sector Special Gambling Industry Course

marzo de 2012 - mayo de 2015 (3 años 3 meses)

Special Course in Gambling Business - a multichannel environment, the new role of land based gambling companies and its convergence with the new interactive online gaming and mobile channels for an "all channels proposal".

Strategy and business models for land based and online+ mobile gambling in regulated markets.

Regulatory model framework to adapt the regulation to a constant evolution gambling industry

Grupo Acrismatic

Consultor Externo - External Consultant

septiembre de 2013 - julio de 2014 (11 meses)

ESPAÑA

El Grupo Acrismatic es uno de los principales grupos de juego en España, con presencia en casinos de juego, salones de juego de máquinas de azar, apuestas deportivas, terminales de juego en hostelería y juego online.

www.acrismatic.es, www.juegging.es, www.casinosdelmediterraneo.com,

Consultor externo de apoyo en relaciones corporativas institucionales para desarrollo regulatorio de nuevos productos.

Grupo Acrismatic is one of the top ten Gaming groups in Spain, present in land base casinos, slots Gaming halls, retail sports betting , single sites Gaming terminales and online Gaming.

External consultant as advisor for corporate and institutional representation and regulatory development.

Novomatic Group Of Companies

Business, Market & Product Consultant

junio de 2009 - junio de 2011 (2 años 1 mes)

Austria

Part time advisory services for Strategy, Business, Market & Product Consultant

- Introduce Novomatic Group of Companies in the Spanish Land Based Gaming Terminals Market
- Introduce Novomatic product to the major operators and distributors
- Advice on the strategy and product development adapted to the market specs in the gaming halls and bingo halls segments, and provide support for the homologation procedure in the Spanish regional gambling jurisdictions.

Astra Games Limited

Shareholder, Director & Chairman of the Board
febrero de 1992 - agosto de 2007 (15 años 7 meses)

Bridgend, Cardiff, South Wales, United Kingdom

www.astra-games.com

Founder and shareholder of the company 1992-2004

Member of the Board of Directors 1992-2001

Chairman of the Board of Directors 2001-2004

Non-Executive Director 2004-2007

Great design doesn't happen by accident – it's all in the DNA. That's the philosophy that has kept Astra Games at the forefront of the gaming industry ever since its emergence onto the scene back in 1992. Based in Bridgend, the company has become a true industry icon; a producer of world-class games and a perfectionist in the art of progress through innovation.

Thanks to its visionary approach to design and a unique talent for forging enduring relationships, Astra is responsible for delivering some of the boldest and most ground-breaking concepts ever to market. Astra was the originator of the multiplayer and the inventor of community gaming. Astra is a creative tour de force that has inspired a fiercely loyal following among generations of discerning game players.

In the autumn of 2004 Astra consolidated its position as a major influence in the international gaming industry by becoming a subsidiary of the world-renowned NOVOMATIC Group of Companies.

In essence, the Astra of today retains all of the inherent qualities that marked it out as an industry leader from day one.

Astra Games company leader in the Uk and International makets in game content design, software and hardware development and manufacturing of gambling machines.

Astra Games holds a reputation for high quality and dynamic innovation dating back to 1992.

From the start, Astra has continually broken new ground in gaming machine design. The company pioneered the multiplayer concept, followed by sit-down multiplayers and video multigame products. And despite being much imitated, Astra machines remain market leaders.

Company sold to Novomatic Group of Companies in 2004.

SEGA, S.A. d.b.a. SONIC

Owner & CEO

marzo de 1968 - enero de 2006 (37 años 11 meses)

Madrid, Spain

Started in Commercial and Administration Management, Commercial and Marketing Director, and since 1978,CEO & General Manager.

SEGA, S.A. was incorporated in 1968. Leading coin operated amusement and gambling machines, product and game design, development and manufacturing, With presence in relevant International markets besides Spain; founded by the original Sega Enterprises Ltd., Japan founders, with EMH 25% shareholding, later wholly acquired by EMH in 1994 ... finalized business in 2006.

SEGA, S.A. was the pioner to introduce the new generations of coin operated amusement and gaming machines, always avant guard in technology innovation and bring into the Spanish market the latest and most advanced gaming products as they were introduced world wide.

With its own I+D, game design and development resources pruding its own original game content.

In 1992 Created a Game and Software development SEGA, S.A. subsidiary in the U.K. (Sega, S.A. SONIC Desing UK), which was a source for original game design and game software development for the International, UK

and Spanish gaming markets, which were top of the range game content in competition with other major developers and manufactures.

Crazed Limited

Shareholder, non executive Director and Member of the Board
mayo de 1997 - agosto de 2004 (7 años 4 meses)

25 City Road, Cambridge, Cambs, CB1 1DP, United Kingdom

Co-Founder and shareholder of Crazed Limited

Non-Executive Director

Member of the Board

Company dedicated to the design of game content, hardware and software development for game content for both, online gaming and land-based gaming machines.

Creating entertainment software for the gaming industry and the development of in house tools and technology. Creation of 20 products for some of the largest gaming companies in Europe, including Astra, JPM and Novomatic.

Products: Top Dogs, Cash Car, Winning Post, Beach Party, Bucks Money, Diamond Lines King Poker (AWP&Club) Mexicana (s16,Club, AWP, Russia & Italy) House of Fortune (Casino, AWP) Roulette (Casino, S16) Pinball (SWP & Mobile) Road Rooster (SWP)

Company sold to Astra Games (Novomatic Group of Companies) in 2004.

Educación

University of Cambridge

Emmanuel College, Economics Degree, M1 Marketing & organization behaviour M2 Quantitative methods & operations M3 Economics & Finance · (1962 - 1966)

University of Maryland College Park

Full Time MBA, MBA/JD JOIN PROGRAM DEGREE.(LMBA) · (1966 - 1967)

University of Nevada-Las Vegas

MINOR DEGREE - New Technologies Applied to Gaming and Entertainment, MINOR DEGREE IN NEW TECHNOLOGIES APPLIED TO THE GAMBLING INDUSTRY. · (2006 - 2006)

