

WILL BOOTH

SENIOR PRODUCT MANAGER

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EXPERIENCE

WA Technology

Senior Product Manager

Aug 2022 - Present

Spearheaded the **end-to-end development** and release of a **Sportsbook across 5 international markets**.

Designed and implemented the **modelling framework** for a **Sportsbook Player Props** product.

Refined internal game suite delivery through our **Casino aggregator** platform, **reducing** integration complexity and **time-to-market by 35%**.

WA Technology

Product Manager

May 2021 - July 2022

Scoped **8 essential integrations** into the core platform, supporting expansion into **South American** and **African** markets.

Spearheaded the **end-to-end development** of a **DFS pools player-versus-player**, introducing a new product offering to the platform.

Metric Gaming

Sr. Quantitative Trader

Dec 2018 - July 2022

Analysed betting and market data to generate actionable insights and inform trading decisions.

Developed **internal model-driven pricing** for **3 sports** and **risk tools**, supporting exposure management.

Edwin Coe LLP

Tax Manager

May 2017 - June 2018

Led a team of 4 tax associates providing financial and tax advice to UHNW individuals.

Root2Tax

Tax Manager

Aug 2014 - May 2017

Created a team of 3 tax associates providing tax advice to HNW individuals.

EDUCATION

The University of York

Oct 2011 - June 2014

Bsc. Env. Economics, 2.1

SKILLS

Technical

Python, SQL, React, PowerBI, Tableau, JIRA, FIGMA, AWS, Hotjar