

Victor Alba

HEAD OF VIP | COMMERCIAL, PRODUCT, CRM/CX & CUSTOMER OPERATIONS

Ontario, Canada | +1 204-588-0969 | victor@alba.bet | [linkedin.com/in/victorxalba](https://www.linkedin.com/in/victorxalba) | alba.bet



EXECUTIVE PROFILE

iGaming leader since 2017, with hands-on ownership across VIP and High Value Customer (HVC) management, Customer Value Management (CVM), commercial and customer operations. I turn strategy into operating models, forecasts, budgets, KPIs, product roadmaps and practical systems across CRM/CX, data, payments, risk and applied AI. I have built and led teams of 20+, managed vendors and costs, and coordinated Product, Marketing, BI, Finance, Legal, Compliance and Technology. I also work directly with high rollers, public figures and senior business leaders, handling complex requests with discretion and sound judgment.

SELECTED OUTCOMES ACROSS ROLES VIP retention contributed to 30% revenue growth; a separate sales and CX rebuild supported 300% growth over two years; high-value player segmentation helped reduce churn by 50% within the managed portfolio; service redesign lowered outsourcing costs by 20% without quality loss; affiliate partnerships supported 20,000+ onboarded users.

SELECTED SYSTEMS & TRANSFORMATION PROJECTS

- **Player lifecycle, product and gamification.** Owned the journey from registration and FTD through activation, repeat deposit, VIP progression, retention and win-back. Shipped wagering progress, bonus rules, bonus cards, Sumsb verification, loyalty, tournaments and promotions. Designed gamified goals and LDD 1-30/30+ journeys around player behaviour, used NPS and player feedback to remove friction, and built explainable bonus and anti-fraud support.
- **CRM/CX and operating models.** Built or improved self-hosted Frappe, Odoo and BPM Creatio operations on different products, covering CRM roadmaps, workflow governance and frontline decision support. Career-wide scale included tens of thousands of contacts, hundreds of thousands of tasks and millions of activity records.
- **Automation across products.** Used Zapier or n8n where they fit, and also built independent webhook services that processed more than 1 million lifecycle and operational events with idempotency, retries, quarantine and replay.
- **Omnichannel service, lifecycle marketing and voice.** Built Customer.io triggered email/SMS journeys and complex routes across ownership, products and follow-up. Integrated Twilio SMS/Voice, call recording and SIP routing with CRM, and connected WhatsApp, LiveChat, HelpDesk, Zendesk and Intercom into support and escalation flows.
- **Data and reporting.** Built ClickHouse monitoring and BI/DWH connections across different products, supporting event analysis, operational reporting, automated insights and secure data access.
- **AI, communities and customer journeys.** Built AI-assisted support and Telegram Business tools with human handover and privacy controls. Ran SMM, managed multilingual Telegram communities and bots, and routed players between products throughout the customer lifecycle.
- **Payments, access and traffic.** Used fraud and payment analytics to track deposit acceptance and payment-method availability. Coordinated sites, mirrors, APK/PWA delivery and redirector-based affiliate routing from acquisition through retention and reactivation.

PROFESSIONAL EXPERIENCE

Head of VIP | ENFLAMEX LTD

Jun 2022 - Present

Limassol, Cyprus | iGaming

- Own VIP/HVC, customer success and commercial operations across revenue, retention, service quality, operating models, forecasts, budgets, cost control, KPI governance, vendors, workforce planning and executive reporting.
- Personally manage relationships with high-roller players, public figures, entertainment talent and senior business leaders, handling sensitive requests and bespoke VIP service with strict discretion.
- Introduced a tailored VIP retention program that contributed to 30% revenue growth. Redesigned service delivery to lower outsourcing costs by 20% without reducing quality, and developed affiliate partnerships that supported the onboarding of 20,000+ users.
- Own Customer Value Management from registration and FTD through repeat deposit, VIP progression, retention and win-back. Use behavioral segmentation and GGR, NGR, LTV, ARPU, churn, bonus efficiency and campaign ROI to shape offers and product changes.
- Built self-hosted Frappe CRM, direct Customer.io webhooks, ClickHouse/BI and Lucky Labs integrations. Designed triggered email/SMS journeys and omnichannel workflows across WhatsApp, LiveChat, HelpDesk, Zendesk and Intercom.
- Integrated Twilio SMS/Voice, call recording and SIP routing with CRM. Used payment data to track deposit acceptance, method availability, sites, mirrors, APK/PWA delivery and redirector-based affiliate traffic.

PROFESSIONAL EXPERIENCE - CONTINUED

Head of VIP | ENFLAMEX LTD (continued)

Jun 2022 - Present

Limassol, Cyprus | iGaming

- Handle complex player cases, refunds and chargebacks with legal, compliance and licensing stakeholders. Built VIP status-match transfers from other casinos and affiliate handoff flows across Tier 1, Tier 2 and Tier 3 markets, including Canada, Europe, Turkey, Australia, India/Pakistan and CIS.

Head of VIP | MAMALAT LP

Mar 2020 - Feb 2022

Kyiv, Ukraine | iGaming

- Built and managed a 10-person sales team. The role included recruitment, onboarding, monthly planning, forecasts, dynamic quotas and hands-on coaching.
- A sales and customer experience rebuild supported 300% revenue growth over two years.
- Built the customer service operating model from the ground up, including policies and SOPs, CRM governance, SLAs, QA, CSAT/FCR, knowledge handling, escalation paths and KPI reporting.
- Ran full-cycle hiring, onboarding, training and mentorship; used product insight and customer data to improve segmentation, promotional planning and campaign ROI.
- Worked with SOFTSWISS and EveryMatrix platform ecosystems, connecting CRM and customer operations with player, transaction, bonus and campaign data through APIs and webhooks.

VIP Account Manager | NEWTREX LTD

May 2018 - Dec 2019

Kyiv, Ukraine | iGaming

- Managed a High Value Customer portfolio, combining relationship management with Customer Value Management, performance reporting, segmentation and retention strategy.
- Segmented retention work helped reduce churn by 50% in a high-value player portfolio and supported growth across ARPU, GGR, deposits and hold.
- Used GGR, NGR, LTV, ARPU, deposits and hold to adapt bonus, retention and reactivation tactics by player segment.

Customer Support Representative | Open Solution

Oct 2017 - Apr 2018

Kyiv, Ukraine | iGaming

- Handled day-to-day customer issues and case documentation. That frontline experience became the foundation for later work in VIP, CRM and customer operations.

EDUCATION

PhD, Project Management | KROK University, Kyiv | Sep 2020 - May 2024

Master's, Project Management | KROK University, Kyiv | 2020

Bachelor's, Computer Science | National University of Food Technologies, Kyiv | 2018

TECHNOLOGY & CORE CAPABILITIES

Player Lifecycle, Product & Gamification: Registration-to-FTD conversion, VIP progression, retention/win-back, wagering mechanics, Sumsb, loyalty, tournaments, promotions, gamified progression and journey-friction analysis

CRM & CX: Frappe CRM, Odoo, BPM Creatio, Customer.io, HubSpot, Bitrix24, Salesforce, OTRS, Zendesk, Intercom, LiveChat, HelpDesk; self-hosted deployment, customization and process design

iGaming Platforms & APIs: SOFTSWISS, Lucky Labs, EveryMatrix; player, transaction, bonus, campaign and customer-data integrations

Applied AI: AI agents for multilingual support, knowledge handling and structured responses, with human review, risk controls, image inputs and privacy safeguards

Data & BI: ClickHouse, Power BI, Power Query, DAX, BI/DWH integration, KPI reporting, advanced Excel

Payments & Risk: Anti-fraud analytics, KYC/Sumsb, Responsible Gaming/player protection, bonus decisioning, refunds, chargebacks, deposit acceptance, payment-method availability, cashout controls and legal/licensing casework

CVM, Lifecycle & Voice: Customer Value Management, lifecycle management, HVC segmentation, campaign orchestration, triggered journeys, GGR/NGR/LTV/ARPU, bonus efficiency, ROI, Twilio SMS/Voice and SIP routing

Channels & Customer Journey: SMM, Telegram communities/bots and AI responses, WhatsApp, affiliate routing, VIP status match, Tier 1/2/3 markets, sites/mirrors, APK/PWA, physical VIP gifting, acquisition, retention and reactivation

Integration, Reliability & Continuity: Zapier, n8n, independent webhooks, HTTPS/REST, queues/outboxes, Linux, Docker, systemd, Caddy/Nginx, monitoring, encrypted backups, disaster recovery and business continuity

Operations & Leadership: Operating models, strategic/commercial planning, forecasts, budget and cost control, KPI governance, vendors, workforce planning, SLA/QA/CSAT/FCR, root-cause analysis, change management, operational excellence and teams of 20+