

JONATHAN RUSSELL

Sportsbook Director | Risk Management | Integrity & Compliance Governance

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PROFESSIONAL SUMMARY

Profile

Sportsbook Director and governance specialist with twenty years of leadership across global betting and iGaming sectors, specialising in product innovation, building high performing trading teams, driving operational compliance standards and advancing integrity initiatives.

Demonstrated expertise in quantitative trading systems, risk management solutions, and revenue growth methodologies. Proven ability to build from scratch and sustain growth, supported by extensive experience in executive reporting.

Elected Chair of IBIA on three occasions, contributing significantly to the development of industry standards for compliance and ethical practices, forming close working relationships with major sports governing bodies such as UEFA, IOC and ITIA.

Pioneer in the utilization of sports data, both through early career mentorship from Tony Bloom and incorporation into automatic trading systems with online innovator Sportingbet

CORE SKILLS - TRADING & RISK

- Trading & Risk Management
 - Managed Trading Services (MTS)
 - Managed Risk Solutions
 - Exposure & Liability Control
 - Daily Trading Operations
 - Real-Time Market Management
 - Odds Compilation & Pricing Systems
 - Automated Trading Platforms
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CORE SKILLS - LEADERSHIP & GOVERNANCE

- Risk Strategy & Operational Risk
 - Trading Dashboards & Risk Reporting
 - Sportsbook Mechanics & Bet Types
 - Team Leadership, Coaching & Mentoring
 - Cross-Functional Stakeholder Management
 - Regulatory & Compliance Awareness
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PROFESSIONAL EXPERIENCE

IC360 – Senior Advisor (Integrity, Risk & Compliance)

Jan 2025 – Present | Europe / Hybrid

- Advising operators and suppliers on operational risk, integrity monitoring, and exposure management.
 - Supporting development of managed risk and compliance solutions for regulated betting markets.
 - Providing senior oversight on risk frameworks, alert handling, escalation processes, and reporting.
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Betway Group – Director (Multiple Regulated Entities)

Feb 2023 – Apr 2024 | Europe

Board-level role with responsibility for trading, risk, compliance, and operational governance across multiple regulated sportsbooks.

- Executive oversight of trading and risk management functions, including exposure limits and liability controls.
 - Governance of Managed Trading Services providers, including SLA monitoring, performance oversight, and risk tolerance alignment.
 - Oversight of daily trading operations through senior trading leadership.
 - Delivery of risk and trading reports to boards and regulators.
 - Cross-functional collaboration with product, BI, fraud, compliance, and finance teams.
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Betway Ltd – Global Head of Trading

Nov 2013 – Feb 2023 | Europe

Senior operational leader responsible for global trading, risk management, and automated pricing systems across regulated markets.

- Built and led large-scale trading and risk teams covering pre-match and in-play markets across 50+ sports.
 - Developed and implemented operational risk strategies to manage exposure and liabilities across multiple jurisdictions.
 - Oversaw daily trading activity, including real-time decision-making and market adjustments.
 - Implemented automated trading platforms and odds compilation tools to improve consistency and reduce manual risk.
 - Designed and delivered risk dashboards and trading reports for senior leadership, translating complex data into actionable insights.
 - Extensive hands-on experience using LSports data feeds within trading and risk workflows.
 - Managed, created and operated Managed Trading Services (MTS) for multiple global group entities, covering pricing engines, data feeds, and risk controls.
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International Betting Integrity Association (IBIA) – Chair (Non-Executive)

Feb 2019 – Apr 2024 | Europe

- Oversight of global integrity monitoring and betting risk frameworks.
 - Collaboration with regulators, operators, and sports bodies on risk reporting, escalation, and governance.
 - Strategic leadership of cross-industry integrity and data-sharing initiatives.
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Sportingbet / Sportingodds.com – Head of Football Trading

Oct 2000 – Jul 2013 | Europe

- Responsibility for football trading operations, exposure management, and liability control.
 - Led transition from manual trading to automated live-trading and risk systems.
 - Managed traders in high-pressure, real-time operational environments.
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Victor Chandler Index – Senior Trader

May 1999 – Dec 1999 | Gibraltar

- Recruited directly by Tony Bloom, founder of Starlizard and globally recognised authority in betting data and quantitative modelling.
 - Contributed to the establishment of the football spread-betting operation.
 - Worked with engineering teams on bespoke bet-acceptance and pricing systems.
 - Supported early-stage pricing models, exposure logic, and market design in a data-driven trading environment.
 - Operated in a fast-paced, high-liability setting requiring disciplined real-time risk control.
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Earlier Trading & Operations Roles

- **SuperSpreads – Head of Trading.** Helped launch Africa's first corporate betting operator.
 - **Spreadex – Senior Trader.**
 - **Ladbrokes Sporting Spreads / William Hill Index – Trading Operations Support**
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EDUCATION

Post Graduate Sociology of Sport – University of Leicester

BA Hons American Studies – University of Sussex / University of California, San Diego
