

TOM ROBINSON

Account Director | Client Services Director

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PROFILE

Account and client services leader with nine years of experience managing and growing high-value client relationships across sport, media, entertainment and land-based and online gaming. Currently Account Director at Playtech, responsible for Tier 1 accounts representing over half of the business unit's annual recurring revenue. Track record of negotiating renewals at increased contract value, onboarding major accounts and delivering projects for clients including Premier League clubs, the Professional Darts Corporation, the R&A and William Hill.

CORE SKILLS

Account Management	Client Relationship Management	Contract Renewals & Negotiation
Revenue Growth & Upselling	Client Retention	Client Onboarding & Training
Stakeholder Management	Project Management & Delivery	Business Development
Sales Presentations & Demos	Cross-functional Collaboration	Team Leadership
Sport	Sport Technology	SaaS

PROFESSIONAL EXPERIENCE

PLAYTECH

Account Director

Aug 2025 – Present

Managing clients across Playtech's land-based gaming offering, covering Sports Retail and Casino Management solutions. Owning the business unit's Tier 1 accounts, delivering against structured account plans to drive revenue growth, customer satisfaction and long-term retention.

Key Achievements

- Negotiated long-term renewals of two key accounts, increasing their contracted value.
- Supported the onboarding of the largest account in the business's history and continue to manage its long-term satisfaction.

Key Responsibilities

- Manage relationships with all Tier 1 accounts, representing over half of the business unit's annual recurring revenue.
- Maximise revenue across allocated accounts while maintaining long-term customer satisfaction.
- Prioritise and manage multiple concurrent client activities and projects.

DIZPLAI

Oct 2021 – Jul 2025

Client Services Director

Jun 2024 – Jul 2025

Senior Client Services Manager

Feb 2023 – May 2024

Client Services Manager

Oct 2021 – Jan 2023

Promoted twice in under three years. Managed the existing customer base while building and growing the client services department. Identified commercial growth opportunities by integrating interactive, data-driven solutions for clients across sport, media and creator networks. Led project coordination, owned renewals and drove new business by prospecting, qualifying and closing clients.

Key Achievements

- Partnered with and managed several Premier League football club clients.
- Helped grow one of the largest football fan channels in the world.
- Launched Dizplai across Premier League and Champions League coverage.
- Oversaw the account and growth of the Professional Darts Corporation.
- Integrated sports data and price odds for William Hill.
- Integrated Dizplai's products into I'm a Celebrity... Get Me Out of Here!
- Launched a free-to-play game for the R&A / The Open Championship.
- Launched and managed an interactive boxing scorecard for audiences.
- Revamped the scoring workflow for World Archery's world feed.

- Launched Dizplai with several national and international news broadcasters.
- Managed every aspect, on site, of the first live 'Watchalong' for the UK's biggest sports podcast.

Key Responsibilities

- Built and maintained long-term strategic client relationships.
- Onboarded and trained all new clients.
- Managed projects end to end, from negotiation through delivery and beyond.
- Led and negotiated renewals, and grew the volume of products and services used by existing clients.
- Negotiated and closed deals, managing the contractual process and invoicing.
- Prospected new customers via email, social media, phone and events.
- Delivered sales presentations and end-to-end product demos, and managed responses to prospect briefs.
- Worked with clients and internal teams to understand client needs and recommend actionable solutions.

IRIS SOFTWARE

Sep 2019 – Sep 2021

Senior Account Manager

Sep 2020 – Sep 2021

Account Manager

Sep 2019 – Aug 2020

Developed and managed existing accounts across IRIS's Human Capital Management (HCM) software solutions, selling new products and services to generate additional revenue and delivering tailored solutions to meet client needs.

Key Achievements

- Achieved 258% of target across a two-year period.
- Exceeded every monthly account revenue target throughout employment.
- Highest-performing senior team member across 2020 and 2021.

CARDEN PARK HOTEL & GOLF RESORT

Sep 2017 – Sep 2019

Golf & Hospitality Sales Supervisor

Mar 2018 – Sep 2019

Golf & Hospitality Sales Coordinator

Sep 2017 – Feb 2018

Reported directly to the Director of Golf, leading a small team selling and delivering golf and hospitality packages to new and existing clients. Managed partnerships with two of the world's largest golf travel booking agents and coordinated the resort's largest golf and corporate events.

Key Achievements

- Promoted within six months of joining.
- Consistently exceeded all monthly and annual sales targets for the golf department.
- Received written commendations from management and customers.

EDUCATION

LEEDS BECKETT UNIVERSITY

2016 – 2017

Master's Degree in Business Management

LEEDS BECKETT UNIVERSITY

2013 – 2016

BA (Hons) Sport Marketing, 2:1

REASEHEATH COLLEGE

2011 – 2013

Level 3 Extended Diploma in Sport, Distinction*

SIR JOHN TALBOT'S TECHNOLOGY COLLEGE

2006 – 2011

10 GCSEs at grades A–B

TECHNICAL SKILLS

Microsoft Office | Google Workspace | CRM and sales management systems | Canva | Trello | Adobe Creative Cloud | Figma | Visual Studio Code | Claude Code | Claude Design

ADDITIONAL INFORMATION

Languages: English (native), Spanish (intermediate) | Full, clean UK driving licence

Interests: Golf (+2 Handicap), Running, Health & Fitness, Outdoors & Nature