

# James Waterhouse

Data | Insight | Strategy | Leadership  
<https://www.linkedin.com/in/james-waterhouse-leeds-data-leader/>

## Executive Summary

An innovative and passionate data director with 14+ years' experience spanning multiple leadership roles across business intelligence, analytics, data product delivery and data science.

A proven track record in developing best-in-class insight, data products and data science models, with a focus on usability and driving commercial value.

Combines technical capability with creativity and commercial awareness to shape new opportunities from data.

Comfortable operating at all levels from C-Level down to engineers, analysts and execs working on day-to-day delivery. Able to build strong relationships that last, based on trust.

Provides strategic vision and thought leadership whilst leading execution and transformation to fulfil long-term plans and concepts.

## Experience

Director of UKI Business Intelligence – Flutter UKI

*Oct 2022 – Present*

- Leadership of 90+ analysts and consumer research experts
- Launched an insight strategy for Flutter UKI brands, including Sky Bet, Sky Gaming, Paddy Power and Betfair
- Established a marketing measurement programme, helping to understand the impact of Flutter UKI's £300M+ marketing spend
- Mentor and coach to 6 Heads of Department
- Member of the Flutter Leeds Leadership Team

Director of Business Intelligence & Data Strategy – Sky Betting & Gaming

*Jul 2021 – Oct 2022*

- Responsible for SBG Business Intelligence and Data Product teams
- Oversaw data platform migration from on-prem Hadoop to GCP
- Led data cloud innovation work-stream, focused on maximising impact of new AI technology, transforming ways of working with data
- Rolled out SBG wide data strategy
- Exec sponsor of SBG Data Governance programme
- Formed half of the product/tech leadership pair responsible for the Data Tribe

Head of Business Intelligence & Data Product / Head of Data Product – Sky Betting & Gaming

*Oct 2018 – Jul 2021*

Head of Data Science – Sky Betting & Gaming

*Aug 2015 – Oct 2018*

- Set-up and led SBG's first Data Science team
- Pioneered in created a multi-disciplinary team of data scientists, engineers and testers
- Introduced the business to the potential of predictive modelling, machine learning and advanced segmentation
- Delivered 80+ predictive models, running in automation and at scale, shown at the time to deliver in excess of £4M incremental revenue p.a.
- Established various academic collaborations with institutions including the Leeds Institute of Data Analytics and Lancaster University Data Science Institute

## Education

University of Leeds

BSc (Honours), Mathematics (maj.) with Physics (min.)

*2004-2007*