

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.

Sets 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 – May 2026

- 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, ML 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

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

University of Leeds

2004-2007