ABELARDO GARCIA

Senior CRM & Martech Specialist | Lifecycle, Retention & Marketing Technology

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PROFILE

CRM and marketing technology professional with 18+ years at Entain, one of the world's largest regulated online gaming groups, covering poker, casino and sportsbook brands. My career runs from customer support and VIP operations through CRM production and lifecycle campaigns to platform strategy and internal consultancy. Optimove specialist since 2016 and former Optimove Ambassador, with hands-on experience in Salesforce Marketing Cloud and IBM Unica. I combine commercial CRM thinking (segmentation, offers, budgets and ROI) with the technical side of martech (platform set-up, data, migrations, troubleshooting), and I am comfortable training teams and explaining results to senior and finance stakeholders. Open to CRM, lifecycle, martech and CRM-transformation roles, in gaming or other consumer industries.

KEY HIGHLIGHTS

- **Team enablement at scale.** Designed Optimove training and practical guidance that supported certification of around 95% of Entain colleagues using the platform.
- **CRM from scratch.** Set up CRM for a B2B partner in Germany: trained its marketing team, supported execution and reporting to CEO and finance until the team ran independently.
- **Multi-market, regulated CRM.** Campaigns, migrations and regulatory changes across Germany, Spain, France, Brazil, the USA, South Africa and other markets.
- **Bridge between business and tech.** Trusted adviser to CRM, Data, Product and Technology teams on customer models, orchestration, exclusions and campaign analysis.

CORE COMPETENCIES

Lifecycle & retention: Onboarding and welcome journeys • first-deposit conversion • active-customer engagement • reactivation • VIP • recurring, ad hoc and live campaigns

Segmentation & offers: Customer models • segmentation and exclusions • bonus and incentive mechanics • promotion targeting

Commercial & analysis: Campaign budgets managed against ROI • campaign and performance analysis • reporting to leadership and finance

Channels: Email • SMS • push • on-site • multichannel orchestration

Leadership & delivery: Training and upskilling • stakeholder management • new brand and market launches • platform and data migrations • UAT

PROFESSIONAL EXPERIENCE

Entain Group, Gibraltar 2008 – Oct 2026

Brands include bwin, Ladbrokes, Coral, partypoker, Sportingbet and BetMGM

Senior Martech & Poker Consultant | Professional Services Mar 2022 – Oct 2026

Senior from Aug 2025

- **New brand launches.** Put initial customer journeys and campaigns in place for new websites, working with Data, Product, UX/UI, Promotions, Web Development and Technology teams.
- **B2B partner CRM set-up (Germany).** Established CRM for a partner's online business: trained its marketing team in campaign practice, supported execution and interpreted customer data for CEO, marketing and finance.
- **Team development.** Upskilled two members of my team; designed the Optimove training that supported ~95% certification across Entain users.
- **Strategy and platform advisory.** Advise CRM and martech teams on customer models, segmentation, orchestration, priorities, exclusions and analysis; main liaison with Optimove product contacts.
- **Multi-market delivery.** Delivered and troubleshot live, ad hoc and VIP campaigns; supported customer-data and technical migrations for Sportingbet (South Africa, Brazil), bwin.com, German-market brands, Gioco Digitale and BetMGM.

- **Reporting.** Built and presented SAP and Optimove reports for CRM, marketing and leadership; worked with BetMGM teams in the US and on projects in London, Israel, South Africa and Munich.

CRM Marketing Technologies / Software Specialist | CRM Technology Mar 2019 – Mar 2022

- Led the technical side of partypoker marketing operations, resolving campaign and platform issues and advising department leaders on execution.
- Created guides, videos and product updates; supported platform launches, user acceptance testing and issue resolution.

CRM Associate | partypoker Sep 2018 – Mar 2019

- Ran recurring lifecycle campaigns: onboarding, welcome offers, active-player engagement and reactivation.
- Managed a budget per campaign and adjusted activity to ROI; configured segmented promotions and bonus mechanics and executed priority ad hoc and VIP activity.

Central CRM Customer Interaction Management Jul 2016 – Sep 2018

- Marketing operations and CRM production working closely with the CRM team for the partypoker and partycasino brands.

Customer Support Senior Agent | bwin.com Poker Jan 2008 – Jun 2016

- Customer and VIP support for an international poker player base; foundation for my customer-centric approach to CRM.

EARLIER EXPERIENCE

Founder, Friends of Azeroth (2013 – 2018): Social network for World of Warcraft players, built and run alongside my iGaming career.

Technical lead & sales, large-format printing (2005 – 2007): SnapPrint S.L. and MCC Solutions S.L.: technical lead for printer brands, client relations and advice on industrial printing systems.

IT support (2001 – 2005): Service desk agent at Carrefour (2003 – 2005); freelance IT technician (2001 – 2003).

CERTIFICATIONS, TOOLS & AI

Certifications: Certified Digital Learning Professional (CDLP) – Professional Diploma in Digital Learning, Learning & LX Design, Digital Learning Institute (Feb 2026)

Recognition: Optimove Ambassador (2021 – 2024)

Platforms: Optimove (Customer 360, Cohorts, Campaign Analysis, Campaign Hub, Optibot) • Salesforce Marketing Cloud • IBM Unica • Sitecore • SAP reporting • Optimail • Indigo Push • TextLocal

AI & automation: AI-assisted CRM workflows and reporting with OpenAI, Claude, Kiro AI and Copilot; exploring Optimove MCP; builds independent web apps and tools

Languages: Spanish (native) • English (full professional proficiency)