ELISABETH MARKI

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An experienced leader with a proven track record of building high performing teams, designing and implementing operational strategies, automation and VIP programs with supporting KPIs, tools and processes. Currently Senior Partner Manager at Fast Track (iGaming SaaS), with solid knowledge of the iGaming space across different markets and aspects of operations: from retention and player management to compliance (RG, AML, Risk), CRM, payments, customer support and partner success. Combining commercial mindset with strong people skills, always striving to overdeliver on targets through great teamwork and effective collaboration across business units. A native Norwegian with extensive international exposure and educational background in International Business.

EXPERIENCE

06.2026 – present **Fast Track**

Senior Partner Manager

- Lead partner success for Fast Track's iGaming SaaS platform: relationship health, adoption, and commercial outcomes across assigned partners.
- Use AI day-to-day for meeting agendas and summaries (≈7–10 meetings/week), cutting prep and write-up time while sharpening follow-through.
- Turn partner requests into clear tech/integration tickets for engineering — fewer bounce-backs for missing scope or detail.
- Built a Partner Success KPI dashboard giving the team visibility across PMs and markets that previously sat across multiple systems.

06.2025 – 05.2026 **Fast Track**

Partner Manager

- Owned partner relationships and success motions for Fast Track's iGaming SaaS customers.
- Coordinated across product, tech and commercial stakeholders to unblock integrations and drive platform value.
- Promoted to Senior Partner Manager (June 2026).

06.2024 – 05.2025 **Sabbatical**

- Time away from full-time work before starting at Fast Track.

10.2023 – 03.2024 **Roobet Casino**

Head of VIP Account Management All Markets

- Day-to-day management and operations of a multinational team of VIP Managers and hosts, team development and recruiting.
- Email coordination and monitoring, assisting the team with inquiries and escalations.
- Manual processing of rewards, promotions and bonuses.
- Managing VIP and High Value segmentation and processing.
- Cooperating with other teams such as customer support, CRM and payments to ensure the best possible experience for the VIP clients.

11.2021 – 09.2023 **Whitehat Gaming: Slotnite, 21Prive, Gday, Mainstage, Hello, Skol**

Head of VIP Account Management All Markets

- Leading a multinational team of VIP managers: recruitment, staffing, people development and performance management to ensure the best possible service level, focus on commercial targets, and continuity in the team.
- Day to day management of the VIP operations, including account management, coordination with senior support staff, escalations and VIP rewards.
- Cooperating with CRM to set up and implement VIP lifecycles and campaigns in Optimove, including pre-VIP campaigns to increase customer retention and lifetime value. Optimizing and automating re-occurrent campaigns to free up time for the Account Managers to personalize and provide high-end customer service.

- Setting up and streamline routines and tools for operational efficiency and compliance, identification of commercial opportunities, quality assurance and consistency of the customer experience.
- Managing VIP department budget, ensuring strong ROI and optimizing cost.
- Setting up and monitoring KPIs, targets and bonuses for the team. Continuously working on improving and responding to VIP related KPIs. Working on reducing costs and increasing ROI, by working smarter and ensuring we are using data at the base of all decisions.
- Continuously ensuring that all communication is compliant with current marketing legislation, ensuring that responsible gaming rules are followed and that our VIPs are always playing within their comfort levels.
- Assisting and coordinating with other stakeholders when entering or exiting markets and with changing legislation.
- Continuous monitoring of the customer behavior, compliance, revenues, costs, market trends, opportunities, etc. Analyzing BI data and customer behavior.
- Rebranding the VIP companies VIP programs into a holistic experience.

05.2019 – 10.2021 **Gamesys Ltd: Vera & John, InterCasino, JackpotJoy**

VIP Team-Lead All Markets

- Overall ownership of the global VIP Strategy, VIP Player Management program, CRM and Account Management to identify high value players, increase retention and grow the value of the segment.
- Leading a multinational team of VIP managers: recruitment, staffing, people development and performance management to ensure the best possible service level, focus on commercial targets, and continuity in the team.
- Built the VIP “machinery” with a comprehensive set of routines and tools for operational efficiency and compliance, identification of commercial opportunities, quality assurance and consistency of the customer experience.
- Designed and implemented the VIP lifecycle with targeted campaigns and various activities to maximize customer retention and loyalty while harvesting the commercial potential in a responsible way (RG, AML, Risk).
- Collaborate with cross-functional teams to ensure seamless coordination and communication.
- Adapted the VIP player management program, processes and operations in response to the pandemics, various restrictions and remote work.
- Post-merger integration: people, processes, customers, KPIs.
- Continuous monitoring of the customer behaviour, compliance, revenues, costs, market trends, opportunities, etc.

04.2018 – 05.2019 **Cashmio Casino**

VIP Team Manager All Markets

- Established the VIP strategy and operations to boost the segment growth.
- Defined the high value player segment, VIP customer profile and lifecycle.
- Designed the VIP Account Management and VIP Player Management programs with supporting processes, tools, KPIs and reporting.
- Introduced a new CRM, developed and implemented CRM routines.
- Established close collaboration with internal and external stakeholders to ensure efficient program delivery.
- Overall responsibility for RG, hereunder updating and implementing the protocols across all operations and business functions.
- Budget and people management.

02.2016 – 03.2018 **GIG | Guts Gaming**

VIP Manager All Markets

- Designed and implemented the VIP strategy, team and operations across all brands and markets to identify and utilize the commercial potential.
- Analysed the existing customer base, behaviour and trends; defined player segmentation and VIP levels to offer customers tailored communication and maximize the value from each segment.
- Created the global VIP program, lifecycles, activities, processes and KPIs; introduced it across all business units to ensure efficient program delivery and compliance with existing regulations (RG, AML, Risk).
- Built and led a team of five people: recruitment, performance management, continuous motivation and development.

12.2014 – 01.2016 **Unibet Ltd, UK**

VIP Account Manager

- Building and strengthening direct customer relationships with high value players in the Norwegian market.
- Continuous analysis of customer data and commercial potential.
- Events, campaigns and targeted marketing communication to increase customer satisfaction, retention, loyalty and value.

12.2013 – 12.2014 **Ebsco Information Services, Willis Ltd, London**

B2B Account Management

- B2B account management roles for globally leading brands.

EDUCATION

2013 **Master of International Business**

University of the Sunshine Coast, Queensland, Australia

2009 **Bachelor of Marketing Management**

University of California Berkeley, California, USA · Norwegian School of Management, Stavanger, Norway

LANGUAGES

Norwegian — Fluent

English — Fluent

French — Good