SAMUEL HEEL

Senior Product Owner | Real-Time Pricing, Risk & Trading Products in Regulated, Real-Money Markets

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PROFILE

Hands-on Senior Product Owner who builds real-time pricing and risk products for regulated, real-money markets. Owns the automation behind the prices Entain and BetMGM customers see, and built a risk platform from scratch that saves $4m a year. Takes products from ideation through launch, growth and day-to-day operation, leading a cross-functional squad of 10+ engineers, data engineers and designers and acting as the team's day-to-day people lead. Prioritises by data and ROI, owns the narrative with leadership, sponsors and partners, and goes deep on technical trade-offs with engineers without writing production code. At home in fast-paced, ambiguous environments like live sports pricing. Looking for a senior product role where data, real-time decisions and hands-on building drive the product.

EXPERIENCE

Angstrom Sports (Entain, FTSE 100) | *Pricing and risk technology behind Entain and BetMGM's consumer-facing betting apps*

Senior Product Owner, Risk & Trading Products **Jul 2026 – Present**

Own a portfolio of automation products that set the prices Entain and BetMGM customers see and control financial exposure in real time across major US sports. Set goals, success metrics and roadmap in line with company strategy, build the ROI case for investment, and own products from ideation through launch, growth and day-to-day operation with traders, the expert users who manage pricing and risk.

- **Led the build and launch of a pricing engine** that reprices automatically as financial exposure builds, moving traders from acting on recommendations by hand to full automation. Live on its first product line and expanding to further markets; wrote the go-live approval case and built the success-metric reporting that compares its price changes with traders'.
- **People lead for 10 developers and UI/UX designers** (informally, not yet as line manager): the team's first point of contact for raising issues and the person who supports them through difficult situations. Consolidated two squads into a single cross-functional risk team.
- **Designed the data-led framework that decides what to automate next,** ranking products by revenue shortfall, margin and volume across two seasons of data so the roadmap targets the biggest ROI; built the screening tool (Python & Blazor) that sets the quant modelling team's work queue.
- **Ran the steering group and owned the narrative with sponsors, senior stakeholders and clients,** agreeing scope and using the data to rule out a product where automation would not have fixed the underlying problem.
- **De-risked the go-live of automated risk alerts** by testing them against a full season of historical data: every product cleared the go-live threshold, and 73% of alerts correctly signalled where prices would finish.
- **Designed the exposure framework behind a trader Liabilities Dashboard:** scenario-based worst-case P&L, Value at Risk (VaR), Tail VaR (TVaR) and tail attribution.
- **Own day-to-day operation of market publishing and alerting** on the trading platform: releases, defects and cross-team dependencies, with risk and issue logs on every project. Negotiated a production-access governance process for the platform.
- **Sizing new products by ROI:** building data-backed business cases for new products, quantifying revenue leakage and designing tests that gate vendor spend before money is committed.
- **Brought AI into the team's workflow:** built AI tools on AWS Bedrock AgentCore (C#/.NET) that summarise sprints and draft stakeholder updates from the team's Jira, Confluence and GitHub records, plus a Slack assistant for the risk team.

Risk Department Product Owner **Nov 2024 – Jul 2026**

Owned product vision, strategy and execution for the company's B2B risk management platform, serving internal risk teams and external partners. Led a cross-functional squad of 10+ engineers, data engineers and designers, reporting to the Head of Product with regular C-suite visibility.

- **Built the company's first digital risk platform from scratch,** from vision and MVP scope to production launch, uniting design, front-end, back-end and data engineering under single product ownership where previous attempts had failed.
- **Delivered $4m in annual savings** by replacing a third-party provider with in-house platform capabilities.
- **Designed the platform experience with the UX team,** grounded in users' own workflows (interviews, workflow mapping, pain-point analysis, operational data review) and taken from prototypes to the full platform UI.
- **Designed the real-time data flow end to end,** from event-driven ingestion (Kafka) to live views of financial exposure, and automated reporting, settlement and reconciliation workflows.

- **Built a pricing tool for traders from scratch and kept it running:** when a gap in its business rules broke it, worked through every edge case with the traders and rewrote the rules to cover them.
- **Turned each market's regulatory rules into platform requirements,** building in access controls, audit trails and incident management with Risk, Compliance and Operations.
- **Introduced AI-assisted development** to the engineering team, lifting front-end delivery by 20%.
- **Built an impact-vs-effort prioritisation framework** (OKR-weighted, T-shirt sizing) that ranks work by impact and ROI, now used company-wide for roadmap planning.

Product Analyst & Shadow Product Owner **Jan 2024 – Nov 2024**

- **Spotted a major testing bottleneck and bootstrapped a fix:** built a Python test automation tool that cut the time spent testing and releasing products by 40% and post-release bugs by 80%, then won Architecture Board approval and a dedicated 4-person team to scale it.
- **Took it from script to web application** (SignalR, React), opening it up for cross-team use.

Amelco Limited | *B2B betting-platform software provider serving regulated operators globally*

B2B Product Specialist & Sports Trader **Mar 2022 – Dec 2023**

- **Built a statistical pricing model for a US client,** using probability modelling and simulation (Poisson, Monte Carlo) to generate real-time prices for college baseball.
- **Managed live pricing on Major League Baseball,** adjusting prices and exposure in real time as the market moved.
- **Designed and priced new products for operator clients** and managed client and partner relationships across multiple B2B platforms, keeping pricing accurate under time pressure.

PASS Analysis & Women's Super League | Senior Analyst **Jan 2020 – Feb 2022**

- Ran data operations for professional sports organisations, including England Rugby League's 1st Team during 2021 World Cup preparation: live match data, half-time KPI dashboards and season-long performance tracking.

Earlier: performance analysis roles at SKYLAB Elite Performance Analysis, Hartpury University / Gloucester-Hartpury Women and Cheltenham Town FC (2016 – 2019).

SKILLS

Product: Product vision & strategy, goals, success metrics & OKRs, roadmaps, data analysis & ROI-based prioritisation, discovery & user research, PRDs, requirements & user stories, launch, growth & adoption

Leadership & delivery: Informal people lead for 10 engineers & designers, cross-functional squads, steering groups, leadership, sponsor & partner communication, risk & issue management, day-to-day operations

Finance & risk: Pricing & exposure management, VaR & TVaR, worst-case P&L, real-money transaction workflows, settlement & reconciliation, multi-jurisdiction regulation, compliance-by-design, access governance

Technical: Hands-on with SQL & Athena, Python, AWS (incl. Bedrock AgentCore), Jira & Confluence; working knowledge of React & REST APIs, Kafka and C#/.NET, enough to shape architecture and trade-offs with engineers

UX/UI & design: User-centred design, prototyping, Figma, design–engineering collaboration, built a Figma-to-Jira automation plugin

Side builds: Personal portfolio site (samuelheel.me), a budgeting web app, and a React spend tracker with bank-statement import

EDUCATION & CERTIFICATIONS

Certified Scrum Product Owner (CSPO) | Scrum Alliance 2024
Risk Management Specialization | Corporate Finance Institute Ongoing
Introduction to Risk Management | Corporate Finance Institute 2025
MSc Applied Sports Performance Analysis | University of Worcester 2018 – 2019
BSc Sports and Exercise Science (2:1) | University of Gloucestershire 2015 – 2018