LUKE E CAMPBELL

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CAREER SUMMARY

Senior engineering leader with 15+ years' experience building and scaling high-performing engineering organisations in regulated fintech and gaming environments. Proven record of delivering reliable platforms, improving engineering throughput, and developing strong technical leaders.

Experienced in both start up environments as well as more established operators across regulated sectors such as Finance and e-Gaming. Returning the UK in March 2026, and seeking a new and challenging role.

EMPLOYMENT HISTORY

2025 – PRESENT: RACING AND SPORTS – CTO - AUSTRALIA

Racing and Sports are the leading provider of horse racing data and odds in the world, with the largest and most complete database dating back 50 years. They have been operating for over 25 years in the gaming industry.

ROLE OVERVIEW

- Lead 8 teams of 46 engineers (spread between UK / Australia and Sri Lanka), including data engineers.
- Revamped teams into Squads, and empowered Squad leads to take full responsibility for delivery / budget / QA / Resource Allocation.
- Held senior technical responsibility and delivery accountability for **production-critical wagering, trading, and sports data platforms** operating under strict availability, latency, and regulatory constraints.
- Worked across **real-time data ingestion and processing pipelines**, including live sports telemetry (primarily horse racing), with bursty load and variable data quality.
- Designed and implemented **event-driven architectures** to support low-latency consumption by downstream wagering and analytics systems.
- Made architectural trade-offs focused on **correctness under load, partial failure handling, and graceful degradation**, rather than theoretical purity.
- Diagnosed and remediated **complex production issues** in distributed systems, including data integrity, timing, and availability problems.
- Improved **operational clarity and reliability** through better system design, not process overhead.
- Worked closely with engineers across locations to **raise production readiness, code quality, and operational awareness.**
- Operated in a **regulated wagering environment**, requiring careful alignment between engineering decisions, uptime obligations, and compliance expectations.
- Successfully concluded a trial of multi-cloud environments involving Local Datacentre / AWS and Oracle Cloud to improve HA posture and reduce overall cost: **a 49% saving.**
- Brought prior experience from large-scale regulated systems to reduce risk while enabling ongoing platform evolution.
- Primary Technologies include:
  - C# / GoLang / TypeScript / Microservices / Python / REST APIs / Redis / Ably Streaming (and many others).
  - **AWS:** SageMaker AI / S3 / RDS (MySQL) / Elastic / ElasticCache / Serverless / Lambda / CloudFront
  - **Data / Application Management:** DataDog / Signoz / Prometheus / Kubernetes

FEB 2023 – SEPTEMBER 2025: ADRENALINE - CTO - USA / SCOTLAND

Adrenaline are a USA based start-up gaming data company primarily concerned with US Sports Betting Markets as well as Live NFL Data Feeds / Television elements. This was a kind of "player-coach" type of role with a very hands-on approach to design, writing code and deploying products.

ROLE OVERVIEW
- Spearheading development of game changing sports betting odds, personalisation and virtual game products, improving sportsbook revenue by more than 10%.
- Development of all APIs and Data Processing for ML / AI Models
- Line Management of Developers and 2 x Data Scientists
- Overseeing all design and development of APIs in TypeScript / AWS Lambda.
- Coding of Microservice APIs for NFL based data products.
- Responsibility for IT, Data and Product strategy for the company.
- Primary Technologies include:
  - TypeScript / Microservices / Python / REST APIs / Redis / Ably Streaming (and many others).
  - **AWS:** SageMaker AI / S3 / Redshift / RDS (Postgres) / Elastic / ElasticCache / Serverless / Lambda / CloudFront

Notable Projects

- **Virtual Sports:** built a market leading AI-powered NFL Game Simulation Engine and 200+ betting markets derived from these simulations.
- **NFL Prediction Feeds:** Building AI Model based telemetry driven odds & prediction feed product based on live data from NFL football games, which went live on ESPN during the 2025 NFL season.

JAN 2021 – JAN 2023: CAPITAL INTERNATIONAL BANK – DEVELOPMENT MGR - IOM

Capital International Bank are a "business to business" retail bank, with a focus on the e-gaming and Corporate Service Provider sectors on the Isle of Man. They are part of the wider **Capital International Group** (a leading investment bank, established on the island for many years)

ROLE OVERVIEW
- "hands-on" coding role with additional lead and managerial responsibilities, with a focus on a scrum-based approach to delivery.
- Direct lines of communication with C-level suite, managing stakeholder expectations and delivery, and being main point of contact for the bank development team.
- Working closely with all levels of management within the company to deliver functions to time and specification, as well as taking a lead role in resolving production issues.
- Working with data management team to ensure that data architecture of Bank was consistently evolving with the needs of products
- Primary Technologies include:
  - Front End Development in Angular (v11-13), Back End across PHP (Laravel) / Maria DB
  - Developing RESTful APIs using C# (.net framework 5) / PHP (Laravel) / Swagger.
  - Full lifecycle, including Docker / Azure / Kubernetes / BitBucket Pipelines / SonarCloud.

NOTABLE PROJECTS
- **FATCA / AML Reporting** – reporting for statutory purposes for Risk Management and Compliance teams, particularly in reference to FATCA and AML reporting requirements.
- **Pre-Screening** – industry leading tools to pre-screen both individuals and entities for risk assessment during onboarding process, allowing the process to run within days rather than months.
- **Fixed Term Deposits Product** – Specification, development and implementation of a new interest-bearing deposit product for the bank.
- **Mandates & Payments** – Improving the rights / permissions / payments management for the "Velta" banking product.
- **Maintenance Notifications** – Revamp of the bank's maintenance notification system for the "Velta" banking product.
- **User Management** – Improving the user management system of the bank with a focus on improving the overall onboarding experience of new users.
- **Single Sign On** – Development of a proof-of-concept single sign-on product, using in house APIs developed in C#.
- **Microservice Development** – Splitting the Velta banking backend out into a series of smaller, more specialised micro services, allowing much easier unit testing and deployment.

2018 – DECEMBER 2020: CHAMPION TECH – HEAD OF SPORTS OPS - ISLE OF MAN

Leading a B2B Sports Book product with strong branding alongside strong presence at industry shows such as ICE London.

ROLE OVERVIEW
- Overall responsibility for the Sports Book product, including development, test and certification.
- Oversaw the Business Development and Trading functions within the business.
- Key managerial responsibility for teams across Development, Trading, Business Development, Dev Ops, Data, Internal IT and outsourced providers, leading other department heads in teams of up to 10 in each team.
- Worked closely with outsourced partners to review and hire customer service team, including product training.

NOTABLE PROJECTS
- **Sports Book** - Delivered new sports book software for Leading Gaming Website – targeted at Asia Markets and tested to Tier 1 standards
- **'Bet Ticker'** – a real time view of all bets placed in the system, including 30 days stats / liabilities.
- **'Ops Reporter'** – allowed the business to report on standard items such as Big Winners (required for regulatory purposes), Revenue reports, betting history reports, all in real time.

2018: ADOBE EUROPE – COMPUTER SCIENTIST - EDINBURGH

- Developing APIs using Java 8 / Spring Boot / Swagger / MySQL / MongoDB using AWS infrastructure, including a revamp of the Loyalty API.
- The Edinburgh team were very much self-sufficient within Adobe, and our job was to manage many of the main APIs that were used in the company.

2017 – 2018: MOTT MACDONALD – SENIOR DEVELOPER - GLASGOW

- As part of the "Go Digital Group" responsible for digitising much of the day-to-day work of the business.
- I assumed a senior role in the implementation of technical solutions that would help all areas of the business, including utilities (such as Water) and Travel (Motorway paving solutions modeller)
- Lead best practice training for software engineers, including code reviews.

2016 – 2017: AMERISOURCE BERGEN GROUP – SENIOR DEVELOPER - ISLE OF MAN

- Senior role in development of RESTful APIs for third party
- Designed and Build Microservices and APIs powering the Vetspace Mobile App (iOS)
- Java 7 / JBoss / Swagger / JSON / YAML / Bootstrap / Perl (for generating YAML files)

2010 – 2016: STARS GROUP / POKERSTARS – SENIOR MANAGER - ISLE OF MAN

Senior manager responsible for the delivery of CMS powered websites across 26 languages and 8 licenses, working with publishing and localisation teams to ensure smooth launch of all websites. Direct interaction and reporting to C-Suite directors (across Tech / Marketing / Business Verticals / CEO)

NOTABLE PROJECTS
- **BetStars** Launch (www.betstars.com and all other licenses)
- **PokerStars Casino** Launch (www.pokerstarscasino.com and all other licences)
- **PokerStars New Jersey** Launch (www.pokerstarsnj.com)
- **Full Tilt Poker** Migration to PokerStars CMS platform (www.fulltilt.com)
- **Poker "Black Friday":** Migration to pokerstars.eu / return to pokerstars.com
- **PICO Localisation Management:** Spearheaded development and launch of localisation management system that cut overall cost of updates by 80-90. Cost savings: $1.5-2 million USD

EDUCATION
- BSc (Hons) Computer Science, **University of St. Andrews, Scotland**
- PgDip (distinction) Software Engineering, **University of Abertay Dundee, Scotland**