



Cem Kofoglu

CRM & AUTOMATION LEADER

CONTACT

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Tallinn · San José · Remote

CORE SKILLS

CRM & Automation

Fast Track, Neon CRM, Playtech IMS, XtremePush, Intercom, Outreach

PAM & Middleware

PAM integrations · centralised middleware architecture · REST APIs

Bonus · VIP · Segmentation

Bonus automation · VIP modelling · retention & LTV strategy

Product & SaaS

Next.js · TypeScript · Prisma · Stripe · Docker · AI-assisted dev

Data & Analytics

SQL · Python · Tableau · Power BI · Google Analytics

Compliance

GDPR · Responsible Gaming · AML/CTF · KYC

EDUCATION

MBA — Business Strategy

Ahmet Yesevi University · 2022

BA — Traditional Arts (Ceramics)

Dokuz Eylül University · 2016

Computer Programming

Akdeniz University · 2008

LANGUAGES

Turkish — Native

English — Fluent

Cem Kofoglu

CRM & Marketing Automation Leader · CRM & MarTech Systems Architect · Founder, NoventisLab

● Open to senior CRM / Marketing Automation leadership roles

PROFILE

Results-driven **CRM & Marketing Automation leader and CRM & MarTech systems architect** with **10+ years** in the iGaming and online-casino industry. Architects centralised PAM, CRM and middleware systems that turn fragmented gaming & marketing stacks into one intelligent engine — driving retention, engagement and lifetime value. Combines an **MBA** with a fine-arts and computer-programming background, and founded **NoventisLab**, an independent software studio shipping automation, SaaS and autonomous-AI products.

EXPERIENCE

● Founder & Product Lead

NoventisLab Ltd · United Kingdom · Remote

2026 — Present

Founded an independent software studio. Designing and shipping vertical SaaS, CRM-driven apps and a fully autonomous AI content system — leading product, architecture and go-to-market, plus automation & CRM consulting.

● Head of Marketing Automations & CRM/MarTech Systems Architect

TCH Dynamics · San José, Costa Rica

Jul 2025 — Jul 2026

Led marketing-automation strategy and architected the CRM and middleware systems end to end. Integrated Outreach, XtremePush, Intercom, Galaxy, Betsoft and more into the central **PAM**, turning it into a fully automated bonus engine and a real-time hub across all gaming and marketing systems.

● Project Manager — Bonus (CRM) & Wallet

Playtech · Tallinn, Estonia

Oct 2023 — May 2025

Delivered complex platform projects for international operators, coordinating **4 dev teams (40+ engineers)** under Agile Scrum, with AI-driven analytics and full GDPR / Responsible Gaming compliance.

● Head of NEON CRM / Product Owner

Olympic Entertainment Group · Tallinn, Estonia

Sep 2021 — Aug 2023

Promoted to Head of CRM within 6 months. Built the proprietary **Neon CRM**, multi-tier loyalty programmes (Diamond→Bronze, HVC) and a VIP programme used across Olympic and OlyBet brands.

● CRM Campaign Coordinator & Executive

Twin · Malta

Oct 2019 — Jul 2021

Ran CRM campaigns across international markets and led the **Fast Track CRM** implementation — automated workflows, lifecycle journeys, segmentation and A/B testing.

● Customer Service → Complaints Handler

Melar Operations · Malta

2015 — Oct 2019

Progressed from Customer Service through Shift & Team Lead to Complaints Handler, working with CRM, Payments, Risk & Fraud and Compliance.