



CEDR Accreditation: 2017

CEDR Panel Admission: 2019

Languages: English, Spanish (entry)

Location: United Kingdom

***"I was very impressed with Peter's commitment to achieving a settlement. He kept the parties focused and maintained momentum whenever they were drifting apart. I will certainly be recommending his services in the future."***

## Peter Higgins

Mark Stephens, Barrister, Legal 500

### Overview

Peter has a unique style that's lends itself to managing various mixes of personalities and characters including 'difficult' individuals. Ranging from private company owners, corporate CEO's, corporate chairpersons to individuals in the media spotlight through to multi layers of management in corporate and private companies.

He has an energy and style that is driven to assisting parties in dispute reach an agreement.

He has a natural intuitive ability to understand what each party is feeling and why they are positioned where they are. He possesses a strong commercial sense of what is required to reach a settlement.

This experience has been gained following a varied international career working for Plc's as General Manager and Commercial Director and running his own businesses. All required leadership, commercial acumen and diplomacy both in the workplace and with external clients.

A versatile and commercially astute Business Manager / Director with comprehensive global experience allied to exceptional communication attributes.

Peter became an Accredited Mediator with CEDR, the UK's leading mediation network, in 2017 and was appointed to CEDR's UK Panel in 2019.

Centre for Effective  
Dispute Resolution  
70 Fleet Street  
London  
EC4Y 1EU

T: +44 (0)20 7536 6060  
W: [www.cedr.com](http://www.cedr.com)  
E: [adr@cedr.com](mailto:adr@cedr.com)

Twitter [@cedrsays](https://twitter.com/cedrsays)  
[linkedin.com/company/cedr](https://linkedin.com/company/cedr)



## Feedback - Clients

"Peter was absolutely fantastic in his role as mediator. He managed the process between both parties expertly and worked really hard to get this claim settled. He deserves a massive amount of credit." Leading International Gambling Company Legal Counsel

"I was very impressed with Peter's commitment to achieving a settlement. He kept the parties focused and maintained momentum whenever they were drifting apart. I will certainly be recommending his services in the future." Mark Stephens Barrister Legal 500

"Handled the mediation well, liked his approach and style and would recommend him. "Client

"Peter has an ability to understand the dynamics and interests of the various parties and looks not only at the moving parts between those involved but also at a structured way forward to find potential settlement areas not considered previously." Tara Brady, MD Financial Services, Accenture

"Peter's personable style and diligent manner enables parties of varying dynamics to trust him and move forwards in reaching an agreement. He also brings a creative approach to helping clients reach resolutions." Mark Blandford, Company Director

"Peter is someone who I have always found to approach things in a fair and balanced manner. His ability to take a step back, look at situations holistically and hear all views and opinions before moving forward make him a perfect mediator." Ashley Brown, CEO Supporters Direct

"Peter has shown patience and insight, delivered in a calm manner when his assistance has been sought." Professor Chris Brady, Director of the Centre for Sports Business, Salford University

## Professional Background

- Excellent record in building board level, executive level and operational level relationships
- Extensive experience in building start-ups with multi commercial contracts
- Has managed small to large teams

Peter has been Commercial Director at two internal internet gaming companies working in Europe and internationally. In recent years he has built and developed his own sports betting solutions business, providing an SMS text & phone betting service to clients and providing event day betting services at major sporting venues in the UK representing international betting brands. Peter has held various Commercial Director roles and Was an Account Executive at IBM for a number of years. Peter became accredited as a mediator in 2017 & was accepted onto the panel in March 2019.

## Expertise

- |                    |                    |                            |
|--------------------|--------------------|----------------------------|
| • Commercial       | • Funeral          | • High Profile Individuals |
| • Gaming           | • Sports Contracts | • Sport                    |
| • Internet Betting | • Retail Betting   |                            |



## Dispute Experience

**Successfully mediated a £100k winning bet dispute** between a leading International Betting Brand and a private client.

**Successfully co-mediated on a £1m probate dispute** leading the session late in the proceedings that triggered an eventual settlement

**Successfully settled** over 15 disputes settled between major UK funeral service suppliers and clients.

**Successfully mediated an acrimonious dispute** between a financial management company & a licensee with regards to a 5-figure sum and termination.

**Mediated acrimonious dispute** between high profile business entrepreneur and accounting firm when managing a dispute with regards to outstanding five figure fees.

**Mediation expertise used** when liaising between a software supplier and an Internet betting partner with regards to a service contract and its expectations. Mediated between a football club commercial director and a main supplier to resolve service contract issues.

**Proactive communication abilities** proven during regular professional dealings with high net worth, high profile, entrepreneurial and multi-cultural individuals. Equally comfortable when interfacing directly with the CEO of a major corporation or with a challenging entrepreneur.

**A strong negotiator** who maintains optimal standards and strives for excellence, providing outcomes that are mutually beneficial. Builds advantageous relationships and partnerships and delivers quality services in the online and retail gaming industry.

**Outstanding mediation and interpersonal skills** showed when carefully listening to all parties involved in a dispute to understand underlying issues before deciding on a viable course of action. Completed numerous work personnel related mediations over a number of years

## Personal Style

Peter has a unique style that's lends itself to managing various mixes of personalities and characters including 'difficult' individuals. Ranging from private company owners, corporate CEO's, corporate chairpersons to individuals in the media spotlight through to multi layers of management in corporate and private companies.

**Outstanding mediation and interpersonal skills** shown when carefully listening to all parties involved in a dispute to understand underlying issues before deciding on a viable course of action. Completed many work personnel related mediations over a number of years.

**Attention to detail** when thoroughly analysing paperwork before a mediation to understand all aspects. Speaks to all parties, builds a rapport on the day with the parties and focuses on key issues, securing a level of cooperation from the outset.

**Proactive communication abilities** proven during regular professional dealings with high net worth, high profile and multi-cultural people. Equally comfortable when interfacing directly with the CEO of a major corporation or with a challenging entrepreneur.



A **strong negotiator** who maintains optimal standards and strives for excellence, providing outcomes that are mutually beneficial. Builds advantageous relationships and partnerships and delivers quality services in the online and retail gaming industry.

#### Workplace Skills and Qualifications

- Financial: Managing budgets; P&L responsibility; Bookkeeping; Contract negotiation; Compliance
- HR tasks: Recruitment; Training; Tracking performance; Managed 12 direct reports and 200 staff.  
Counselling
- Skills Levels 2 & 3 accreditation
- Languages: English – mother tongue; Spanish – entry level
- Ongoing: Keeping abreast of UK, US, European and international betting regulations
- Governance: Regional Governing Board Member for TSAT Academy Trust

#### Executive Career History

##### 2005 – Present Managing Director & Owner | The Betting Room, UK

An in-stadia betting service for international online betting brands operating over 25 UK sporting venues.

- Launched the enterprise, achieving year-on-year organic growth to 2015, from retail shop to a telephone and SMS text operation to an in-stadia event day betting provider.
- Operating as own brand or for major international Internet brands as well as a private client telephone and SMS text betting service.
- Strategically implementing manual and automated sports day betting from preparing marketing material to accepting bets, pay-outs to clients.
- Mediating between an American investor and a commercial director to successfully retrieve a shareholding owed to a company.
- Positively mediating to provide a solution in a major dispute between a high net worth individual and an amount owed to a supplier.
- Setting up a service for international internet betting brand partners and private clients at venues such as stadiums in the Premiership Football League (EPL) and English Football League (EFL), O2 London, Metro Arena Newcastle, National Indoor Arena Birmingham, and Alexandra Palace.
- Representing international Internet brands such as Betway, Sport PESA, Marathonbet, and Dafabet. Managing Director & Owner continued /

- Representing multi-national betting brands at high profile locations, working for football brands including Sport PESA and Marathonbet.
- Equally comfortable at interfacing with the CEO of a major corporation, entrepreneurs, new venture groups, footballers and football agents.
- Demonstrating exceptional leadership with a dedicated office team in addition to 50 personnel based throughout the UK.

**2003 – 2005      Commercial Director | BETDAQ, Dublin, Ireland**

Now owned/operated by GVC Holdings plc; BETDAQ is the second largest sports betting exchange to BETFAIR.

- Driving growth of the exchange, incorporating multi marketing campaigns and commercial partnerships with international companies.
- Consistently displaying commercial acumen, business development and relationship management at executive board and business operational level.
- Involvement in sponsorship from negotiation to execution, with exposure to US sports betting market.

**1997 – 2003      General Manager | Sportingbet (UK & International)**

Offering one of the world's largest sports betting platforms.

- Adeptly managed a business with revenues of US\$250m and 250 employees to generate annual profits totalling US\$10m, controlling a marketing budget of US\$3m.
- Built white label partnership arrangements with international agencies and a number of leading brands.
- Contributed to expansion at a company recognised as a pioneering Internet business in an evolving era.

**Up to 1997      Corporate Account Executive & Call Centre Manager | IBM, Portsmouth**