



CEDR Accreditation: 2017

CEDR Panel Admission: 2019

Languages: English, Spanish (entry)

Location: United Kingdom

## Peter Higgins

***“Peter had an excellent understanding of the key issues. His persona and commercial approach significantly contributed to both parties ultimately reaching an agreed settlement.”***

***- James Atton, Partner, Mackrell Solicitors.***

***“Peters extensive industry knowledge and his experience, and his practical approach to mediation, guided the parties to a successful outcome.” QC***

***“Peter was absolutely fantastic in his role as a mediator. He managed the process expertly between both parties and worked hard to get this dispute settled. He deserves a massive amount of credit. We will certainly be using his services again when required.”***

***Charlie Logue, FLUTTER Group Legal Counsel***

***“I’d like to thank you for facilitating a successful conclusion; perhaps your initials should stand for ‘personable and helpful’ or maybe ‘pragmatic and hortative’! Your relaxed demeanour and grasp of the issues in the case was also an important factor in enabling us to reach a settlement. “***

***Mark Owen, Legal Counsel***

### Overview

Peter has a unique style that’s lends itself to managing various mixes of personalities and characters including ‘challenging’ individuals. Ranging from private company owners, corporate CEO’s, corporate chairpersons, private company or corporate management and individuals in the media spotlight who require great discretion.

Peter is comfortable managing any commercial dispute (commercial contract, debt recovery, shareholder & partnership disputes, commercial issues, business management issues, commercial landlord, private landlord and franchises).



He is also seen as 'the' go to person for settling retail and internet and gambling disputes and has settled several private client and international betting operator disputes covering a range of topic areas.

Disputes mediated to date have ranged from 5 figures to £3.5 million and he is comfortable working with any type of personality or character with or without legal representation.

He has successfully concluded circa fifty commercial mediations to date and has an energy and style that is focussed on ensuring parties are listened to and ultimately work towards reaching 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 as General Manager and Commercial Director for large internet betting companies and running his own betting business. All roles required leadership, commercial acumen along with communication and diplomacy skills for both the workplace and 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.

### Feedback - Clients

"Peter had an excellent understanding of the key issues. His persona and commercial approach significantly contributed to both parties ultimately reaching an agreed settlement." James Atton, Partner, Mackrell Solicitors.

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"I'd also like to thank you for facilitating a successful conclusion; perhaps your initials should stand for 'personable and helpful' or maybe 'pragmatic and hortative'! Your relaxed demeanour and grasp of the issues in the case was also an important factor in enabling us to reach a settlement." **Mark Owen, Betfred 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**



"Would certainly recommend and use again". **Barrister.**

"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, Head of Global Sales, Microsoft**

"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 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 in the Internet and Retail Gambling Sector

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 several years. Peter became accredited as a mediator in 2017 & was accepted onto the panel in March 2019.

### Expertise

- Commercial Contract
- Franchise Disputes
- Gambling Sector
- Commercial Disputes
- Debt Disputes
- Internet Betting
- Business Management Issues
- Retail Betting
- Sports Contracts
- Funeral
- Shareholder Issues
- Partnership Disputes
- Commercial Landlord
- Private Landlord
- High Profile Individuals
- Sport

### Dispute Experience

**Successfully mediated Director dispute** between parties for services unpaid to date and subsequent termination of role



**Successfully mediated £3.1m bet dispute** between leading International Betting Brand and private client..

**Retained by IBAS (Independent Betting Adjudication service) as their recommended mediator of choice.**

**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.

**Recommended as one of 2 mediators** for the recent Betfred v Green £1.5m figure dispute case (ultimately went straight to litigation).

**Successfully mediated a 3-year running dispute** between a private client and leading UK funeral provider relating to the deceased's lost ashes.

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

**Successfully settled** over 30 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.

### 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 several years.

**Thorough pre mediation preparation** 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.



## Executive Career History

### **2017 – Present      Commercial Mediator**

Appointed to CEDR UK Panel in 2019

### **2020 – 2021      Business Development Manager / LendingMetrics, UK**

An award-winning Fintech working with forward thinking companies to help introduce automated credit decisioning to lenders origination and collections process using a SAAS based Automated Decision Platform, Credit Reference Data and Open Banking

- Focused on the Gaming Sector looking at assisting operators automate their Affordability Requirements
- Assigned to new Sector (Financial Services) after initial 3-month probationary period
- Closed a US based prospect for a SAAS deal in a 3-month window during lockdown and Christmas period.
- Developed and built pipeline for future SAAS closure opportunities in both FS and Gambling Sectors.

### **2005 – 2019      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 successful 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.



Better conflicts, Better outcomes, Better world

- 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 several leading brands.
- Contributed to expansion at a company recognised as a pioneering Internet business in an evolving era.

### **Up to 1997 Corporate Account Executive | IBM, Portsmouth**