Marco A. Herrera

Executive Profile

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Personal Details:
August 29, 1963 ▪ Miami, FL ▪ USA
Male ▪ Married

Business-focused and revenue-driven leader in sales and technology organizations with extensive experience in planning and directing the organization's operational and fiscal function performance. Stellar record in devising strategic planning for horizontal and vertical integration of multiple companies globally. Demonstrated ability in directing and customizing technological systems and platforms to achieve bottom-line results. Methodical in sales strategy, M&A, contract negotiation, vendor relationships, software development, business automation, and pricing strategy. Double digit annual EBITDA and recurring revenue growth from 2015 to 2019. Seasoned and dynamic in building credibility with executive management, key clients, and employees by leveraging excellent communication and interpersonal skills.

Areas of Expertise

- Executive Leadership
- Business Development
- Sales/Pipeline Growth
- Team Building

- Product Management
- Relationship Governance
- M&A Integration
- Labor Laws & Management

- Software Development
- Process Improvement
- Risk Management
- Project Management

Career Experience

Elegant Consulting, Owner/Consultant   **2024 – Present**

Las Vegas, NV, USA

Providing Business and Technology vision and strategy, including market analysis and growth strategies, sales team assessment and recommendations, and data analytics support.

Interblock Gaming, President EMEA   **2022 – 2023**

Mengeš, Slovenia

Transitioned and revamped the EMEA Sales, Product Management and Service teams, post-acquisition. Developed detailed Commercial and Product strategies for the region, re-established neglected relationships with key customers, and revised distributor relationships, converting to direct sales where warranted.

Interblock Gaming, Advisor to the CEO   **2021 – 2022**

Las Vegas, NV, USA

Assisted the CEO with various projects pending completion of the company acquisition by Oaktree Capital. Launched Interblock products in the Mexican market, secured third-party software development contracts, managed the deployment of software releases in the North American market, and developed technology for product configuration management.

Scientific Games, SVP | Managing Director | EMEA   **2018 – 2020**

Barcelona, Spain

Implemented multiple analytical techniques to deliver vital contribution as Senior Vice President and Managing Director of Europe, Middle East, and Africa (EMEA) for the Gaming division to achieve business success. Developed business prospects by studying economic trends and revenue opportunities; projecting acquisition and expansion prospects; analyzing organization operations; identifying opportunities for improvement, cost reduction, and systems enhancement; and making this a >$200M region. Devised strategic planning with comprehensive initiatives to maximize the sales of games, game content, systems, and table products for the EMEA region. Identified the business needs and implemented action sale plans to strengthen financial structure of the company. Blended management skills with technical expertise to lead P&L of the

region and $110M in annual revenue with executive leadership skills. Directed world-wide MCC casino system to meet organizational requirements.

- Increased the revenue stream to $115M annual revenue by leveraging deep industry knowledge.

Scientific Games, VP | Managing Director | EMEA   2014 – 2018

Barcelona, Spain

Played a vital role as Vice President and Managing Director of Europe, Middle East, and Africa (EMEA), and elevated operations effectiveness for the Gaming division. Researched on latest and emerging trends and developed a strategic direction to enhance sales of games, game content, systems, and table products for the EMEA region. Oversaw P&L, process improvement, and $110M in annual revenue while maintaining the high-quality standards. Optimized slot machines, game content, systems, and table products to all licensed casino gaming markets in EMEA through operations effectiveness in world-wide offices including Spain, France, Austria, UK, and South Africa.

- Scaled up revenue ranging from $85M to $100M within the first year by assimilating Bally Technologies in Amsterdam with Scientific Games/WMS International in Barcelona.

Bally Technologies, VP | Managing Director | EMENA   2011 – 2014

Amsterdam, Netherlands

Headed profit and loss of the entire region and displayed strong power of analytical prowess to manage $50M in annual revenue. Enhanced operational performance in offices in Nice (France), Amsterdam (Netherlands), Rome (Italy), Vienna (Austria), and Chester (UK) in support of slot machines and systems to all licensed casino gaming markets in EMENA. Headed world-wide MCC casino system to achieve bottom-line results.

- Identified the top talent and established successful sales experts and product management team.
- Launched new product strategies and were awarded as ideal providers in the region.

Bally Technologies, VP | Managing Director   2006 – 2010

Nice, France

Delivered business insights as Vice President of Systems and Managing Director of the Bally Gaming & Systems subsidiary in Nice, France. Administered worldwide MCC product line and strategic planning on the Windows platform through brand awareness. Spearheaded software development, P&L of the MCC products, and established metrics-based governance system to track performance measurement to ensure constant growth. Led technical and services teams through effective horizontal and vertical communication to build and execute the MCC product worldwide, with around 140 installations in Europe, Central and South America.

- Implemented process changes to amplify technology and software that resulted in customer success.

ztradingindustries, CTO/EVP, Partner   2004 – 2006

Las Vegas, NV, USA

CTO and partner at ztradingindustries, a software and services provider in the pre-owned goods market. We specialized in the valuation, acquisition, and disposal of pre-owned merchandise, providing our software to pawn shops, drop retail stores, trade-in/consignment shops, and others. Our universal platform leveraged pre-owned goods like no other enterprise system in the world, allowing for the valuation, management, and disposal of those goods simultaneously in many markets, including eBay and ztradingpost.com.

Camco, Inc., CIO/CTO/VP   1995 – 2004

Las Vegas, NV, USA

Developed and implemented the company's technology and information systems strategies. Implemented a comprehensive IS strategy including the management of software development, hardware acquisition and maintenance, quality assurance, change control, network infrastructure, disaster recovery, and customer service and support. This was accomplished by applying best practices such as the IT Infrastructure Library (ITIL), Rapid Application Development, and a customer centric IT management approach.

As a member of the Board of Directors, Executive Management Committee, Training Committee, Change Control Board, and various other corporate management entities, I contributed technological and visionary perspectives. In addition, my business knowledge allowed me to add value in many other areas of strategy and policy setting. I was instrumental in establishing such entities as the data warehouse, the pricing committee, the customer loyalty program, and the IT steering committee.

Developed an infrastructure for centralized IS management with the Microsoft suite of tools including Windows 2003, Windows 2000, Windows NT Server and Workstation, Windows 98, SQL Server 7.0 and 2000, Systems Management Server 2.0, Site Server 3.0, and Commerce Server 2002.

Designed and implemented the Intranet and Internet infrastructures, including full DNS and email support, the SuperPawn Intranet (SPIN), and the creative and technical designs for SuperPawn.com.

The technology was featured by Microsoft and eBay in case studies available on request.

Camco, Inc., MIS Director   1994-1995

Las Vegas, NV, USA

Supervised all MIS personnel, including programmers, hardware technicians, and technical writers. Specified and purchased hardware for stores and corporate office. Developed MIS agenda including formal procedures for documentation, programming, and hardware assembly. Managed all aspects of software development including defect tracking, change requests, standards, design, and implementation. Created an IT Steering Committee to make company-wide MIS decisions and to address audit compliance.

Elegant Software, MIS Director   1994-1995

Las Vegas, NV, USA

Provided custom software and consulting services. Implemented parts of the Visioneering Keno system for Imagineering Systems, in use at several casinos including the Hilton hotel in Las Vegas. Implemented a variety of custom solutions for local businesses such as The Children's Learning Center, Inc. and DeRosa and Associates. Provided IT expertise as well as general business knowledge to help set up and streamline IT operations.

Lockheed Environmental Sciences, Software Developer/Analyst   1992-1994

Las Vegas, NV, USA

Performed all aspects of software development including analysis, design, scheduling, implementation, testing, and documentation. Designed and implemented the user interface and graphing modules for the Laboratory Performance Database (LPD) using Pascal, C++, assembly language, object-oriented techniques, and event driven programming. Wrote the user's guides for both the MS DOS and MS Windows versions of LPD. Assisted in the preparation of technical reports produced by LPD. Provided word processing expertise to manage the distribution of large documents produced from LPD via Visual Basic automation.

Westwood Associates, Director of Cartridge Systems Development   1988-1991

Las Vegas, NV, USA

Engineered and implemented technology for the development of ROM based entertainment software. This included extensive use of C, as well as assembly language programming on three different processor families (6502, 80X86, 680X0). Designed object-oriented systems for interactive graphics programming on a variety of hardware platforms. Supervised programmers and artists in charge of developing commercial entertainment software on cartridge-based systems such as the Nintendo NES and Sega Genesis. Worked on several commercial products in conjunction with companies such as Nintendo, Sega, Atari Games, Disney, Electronic Arts, Strategic Simulations, and others. Published Vindicators and Pacmania for Tengen, a subsidiary of Atari Games.

UNLV   Las Vegas, NV, USA

Designed, developed, and maintained database systems for the division of limnology. Distributed data to contractors such as the EPA and the US Bureau of Reclamation. Purchased, installed, and maintained hardware. Trained and supervised data entry personnel. Provided general consulting for the limnology staff.

Education

Delivering Information Systems 99
   Harvard Executive Management Program

B.S. in Computer Science, High Distinctions
   University of Nevada Las Vegas

Baccalauréat Français
   Colegio Francia, Caracas, Venezuela

École Fides, Paris, France

Additional Information

Fluent in Spanish and French