

# JESSICA POWELL

Sports/Gaming/Lottery + Strategic Leadership

jessicalalterpowell@gmail.com

jessicapowell.com

612.999.7721

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Marketing executive with 20+ years shaping high-growth digital brands across sports, gaming, and entertainment. Known for unifying brand strategy, product marketing, and creative excellence to drive user acquisition, deepen engagement, and build culturally resonant consumer experiences. Led multimillion-dollar growth engines for iLottery, iCasino, and sports betting platforms, translating complex product innovation into simple, compelling narratives that scale. A decisive, people-first leader who builds high-performing teams, elevates brand presence, and delivers integrated marketing systems that accelerate revenue and strengthen market position.

**STRATEGIC PLANNING** - Financial forecasting, consumer research, product road mapping, and go-to-market strategies.

**BUSINESS DEVELOPMENT** - Opportunity identification, proposal generation, contract negotiation, and relationship management.

**TEAM LEADERSHIP** - Talent recruitment, cultural leadership, performance improvement, and priority determination.

**SUPERPOWERS** - Motivating a team around a common goal, and ability to hold Balancing Stick yoga pose for two minutes.

## EXPERIENCE

**NEOPOLLARD INTERACTIVE** | Head of Player and B2B Marketing, 2020 to present

As a senior member of the executive leadership team, established revenue targets and wrote annual strategic plans, earning over \$1 billion gross gaming revenue in FY25. New approach to strategic planning and client management led to 36% GGR increase YOY and 69% market share of the \$12 billion U.S. iLottery industry. Thought leadership and sales efforts led to extensions with North Carolina Education Lottery and new contract with the West Virginia Lottery.

Founded the Ignite Player Marketing division of NPi, offering a suite of analytics, acquisition, retention, creative, and content management services that delivered over \$2 million in incremental fees annually. Hired a team of analysts, growth and performance marketers, brand strategists, designers, writers, and UX professionals to generate profitable online player experiences for Play Alberta, New Hampshire Lottery, North Carolina Education Lottery, and the West Virginia Lottery.

- Player-first marketing strategies drove over \$3 billion in GGR and 731,000 first time depositors amongst NPi's five iCasino, iLottery, and sports betting brands
- Acquisition program increased First Time Depositors 35% and 25% increase in app downloads YOY while reducing CPAs 26%
- Retention/VIP service and bonus strategy delivered a \$7:\$1 ROI
- Ignite Player Marketing won *EGR's* Acquisition and Retention Partner of the Year award in 2022

**MIGHTY FORCES CONSULTING** | Fractional Chief Marketing Officer, Las Vegas, 2019 to 2020

- **BETCONSTRUCT US** - Led the go-to-market strategy to introduce BetConstruct to the U.S., including brand and product positioning, sales enablement initiatives, development of website architecture and social media content.
- **THE GUESTBOOK** - Built cross-functional marketing and business development team for SAAS cash back rewards and loyalty program. Scaled-up SAAS subscriptions by 50% by multi-channel marketing strategy, increasing marketing qualified leads 27% and reduced churn by 15%. Conducted user research to develop personas, value proposition and new brand positioning while developing go to market roadmaps for new product launches. Implemented lead generation and content marketing strategy that increased MQLs 27% and sales 50%. Responsible for delivering monthly financial analysis and KPI report.

**BELLAGIO RESORT** | Vice President of Brand Strategy, Las Vegas, 2018 to 2019

Developed guest journey mapping process that provided new understanding of luxury target segments. Initiated new procedures for monitoring brand health for Bellagio while establishing brand architecture model and brand training methods for employees. Led advertising agency partnerships as well as relationships with corporate centers of excellence to ensure brand consistency.

**INTERNATIONAL GAME TECHNOLOGY (IGT)** | 2011 to 2018

- **Vice President of Marketing & Player Insights**, Providence, 2015 to 2018  
Led repositioning IGT's 80 lottery products based on lifecycle and user segment. Created RFP responses and sales enablement materials for all products. Responsible for research program delivering over 30 product development, player insight, and customer satisfaction studies a year. Directed company-wide brand evolution, establishing the "Modernizing Play" positioning and establishing a thought leadership program, increasing IGT's revenue by 27% to \$4.83 billion and lifting brand valuation to \$1.3 billion.
- **Vice President of Marketing & Product Innovation** working on behalf of the Hoosier Lottery, Indianapolis, 2013 to 2015  
Wrote annual business plan, owned all consumer engagement strategies, and was accountable for delivering 9% CAGR in FY14 with a reduced annual marketing investment. Created product roadmaps and marketing strategies to attract millennials to lottery games, increasing new players by 12%, and led brand transformation, increasing brand equity by 10 points in nine months. As a part of the privatization team, built a 30-member group responsible for product development, research, advertising, promotions, field marketing, interactive, and public relations.
- **Vice President of Marketing & Product Innovation** working on behalf of the Illinois Lottery, Chicago, 2011 to 2013  
Directed a 20-member team, responsible for product development, advertising, promotions, interactive marketing, and public relations that achieved 15 consecutive record-breaking months, totaling over \$2 billion in sales. Worked collaboratively with the operations and technology teams to launch the first legal e-commerce website for the purchase of lottery tickets online.

# EXPERIENCE | The Account Management Years

## **DAVID&GOLIATH ADVERTISING** | Los Angeles, 2008 to 2011

Account Director & Business Development Director | Monte Carlo Resort, New York-New York Hotel & Casino, California Lottery  
Repositioned Monte Carlo Resort & Casino as “Unpretentiously Luxurious” to differentiate the intimate, yet moderately-priced hotel from other mid-tier options. Redesigned montecarlo.com to increase user engagement and optimize cross-sell opportunities via contextual recommendations, social media feeds, and video. Initiated brand orientation program that educated all 2,000+ employees on their roles in helping guests “Feel Rich” during their stay. Managed California State Lottery account to support for all 50+ games with an annual budget of \$35 million and acted as brand steward, integrating efforts with five other marketing firms.

## **BBDO** | Chicago, 2005 to 2008

Vice President, Business Development Director

Responsible for prospecting and acquiring new business for BBDO. Served as the “agency’s agency” by developing and executing marketing and public relations programs. Wrote all RFP responses – over 45 in a three-year period and responsible for coordinating every facet of the pitch presentations.

## **DDB WORLDWIDE** | New York, 2002 to 2005

Account Supervisor | New York Lottery and Subaru

Supervised agency staff and daily operations for the \$75 million New York Lottery account including integrated advertising programs and events for instant games, Mega Millions, Take 5 and the launch of video lottery terminals.

## **MCCANN** | Los Angeles, 2000 to 2002

Account Supervisor | Cathay Pacific Airways and Mexico Board of Tourism

Managed North American marketing efforts for Hong Kong and Mexico-based hospitality accounts, totaling \$22 million in billings.

## **LEO BURNETT** | Chicago, 1998 to 2000

Account Executive | Walt Disney World and Disney Cruise Line

Oversaw strategic development, creative execution, and production for all CRM lead-generation programs.

“A thoughtful strategist, a keen listener, a gifted presenter, complete situational awareness in any room or circumstance, and an influential force, able to bring out the very best in her team. If you’re able to earn Jessica’s trust, you’re doing it right. And lord almighty, if ever there were a champion for big, game-changing ideas, it’s Jessica. The fact that she exudes positive energy and is a kind-hearted human being is just gravy.”

- Peter Kim, President and COO of MKR

## CORE COMPETENCIES

**SPEAKER** - Noted public speaker and media spokesperson. Presented at events such as the LaFleur’s and NASPL Lottery conferences and featured speaker for the Advertising Education Foundation. Media spokesperson for Hoosier Lottery.

**INFLUENCER** - Quoted as an industry expert in publications such as *Advertising Age*, *Public Gaming International*, and *DMNews*.

**USER** - Hubspot certified, Salesforce, Google Analytics certified, Hootsuite certified, Power BI, Wrike, Asana, MailChimp, SurveyMonkey, AskSuzy, and all Microsoft Office products

**AUTHOR** - Created influential books, white papers and articles designed to inspire:

- “More Than Luck: Defeating the Five Saboteurs of Lottery Growth,” book, available on Amazon, 2024
- “Are Eye-Popping Jackpots Causing Player Fatigue,” whitepaper, January 2023
- “Understanding the Potential iLottery Player,” whitepaper, August 2022
- “Five Tips for Avoiding the Player Acquisition Doldrums” *EGR* article, December 2021
- “Understanding Boutique Aficionados: Harnessing Actionable Insights,” whitepaper, December 2019
- “The Non-Player Point of View: Can Barriers Become Breakthroughs?” whitepaper, January 2018
- “Changing Hearts & Minds: A New Model for Data and Insight Integration,” *Public Gaming Magazine*, April 2014
- “Finding Opportunity in Troubled Times,” Hospitality Sales and Marketing Association’s *Marketing Review*, April 2009

## EDUCATION

### **UNIVERSITY OF ILLINOIS/GIES SCHOOL OF MANAGEMENT**

MBA Program, expected graduation 2027

### **UNIVERSITY OF CHICAGO**, Graduate School of Business

Chicago Management Institute

### **SOUTHEAST MISSOURI STATE UNIVERSITY**

Bachelor of Science

## INVOLVEMENT

Advertising Education Foundation, featured speaker

Hospitality Sales and Marketing Association International, journal contributor and member

Association for Women in Communications, member

Professional Advisory Council, Southeast Missouri State University—helped set curriculum and entry guidelines for advertising program