

Sports Betting Odds Platform

Managing the internal platform that delivers real-time sports betting odds to bookmakers worldwide.

ROLE Product Manager	COMPANY Sportradar
PERIOD August 2024 – present	DOMAIN Sports tech · B2B platform

Context

Sportradar delivers real-time data from 900K+ events a year to 1,700+ clients in 120+ countries, powering global sports and betting. My focus is reliability, data accuracy, and scalability for high-volume transactions.

What I did

- Led end-to-end delivery for a core business area.
- Launched Padel betting in two months, against a usual timeline of six to eight. The team was sceptical at first; zero customer issues after launch showed the approach worked.
- Took full ownership of existing products: updated documentation, cleaned up processes, and made things easier for the team to manage and scale.
- Established cross-team documentation standards in Confluence, creating a single source of truth for 10+ client integration workflows.
- Handle 10+ client support queries a week, resolving them quickly and feeding the learnings back into the product.
- Used SQL analytics to find bottlenecks in internal tool usage and improve the developer experience.

Results

< 30 min

feature release time, down from 3–5 weeks

2 months

to launch Padel betting, usually 6–8

Zero

customer issues after the Padel launch

Tools & methods

Jira

Confluence

SQL

GitHub Projects

Cross-functional delivery