

Contact

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(LinkedIn)

Top Skills

OKRs & Goal Setting
Hiring & Talent Development
AI Product Management

Languages

Spanish (Elementary)
English (Professional Working)
Greek (Native or Bilingual)

Christos Rigas

Senior Product Manager · Sportsbook & iGaming · Turning Betting Intelligence into Products People Love | Kaizen Gaming (Betano/ Stoiximan)

Greece

Summary

I've spent over a decade at the intersection of sports betting and product — first as a Trader pricing live Champions League finals and World Cup events, then as the person responsible for turning that domain knowledge into products used by millions of players across Europe and beyond. At Kaizen Gaming (Betano / Stoiximan), I've grown from Product Executive to Senior Product Manager, owning core sportsbook product areas and working with engineering, design, data, and trading to ship experiences that balance player value with business performance. What makes my path unusual: I understand both sides of the bet slip. I know how odds are compiled, how risk is managed in-play, and how traders think — which means I can bridge the gap between commercial and technical teams in ways most PMs can't. I care about: player-first product thinking, clean UX in high-stakes moments, and the craft of making complex systems feel effortless. Open to connecting with product people, iGaming operators, and anyone building in regulated markets.

Experience

Kaizen Gaming

5 years 1 month

Senior Product Manager

March 2024 - Present (2 years 2 months)

Greece

- Defined and drove product strategy across key sportsbook verticals including Live Betting, Player Props, Bet Builder, and GenAI-powered experiences
- Built and scaled the sportsbook product function by hiring and developing a team of Product Analysts and Product Owners, establishing ways of working and career growth frameworks
- Introduced frameworks across sportsbook squads

Product Manager

March 2022 - March 2024 (2 years 1 month)

Greece

- Owned the end-to-end product roadmap for Live Betting, one of the highest-revenue and most technically complex areas of the sportsbook
- Drove feature discovery, prioritisation, and delivery working closely with engineering, trading, and UX — from bet placement flows to in-play market display and settlement logic
- Defined success metrics for live betting features and ran structured A/B experiments to iterate on conversion, engagement, and error rate improvements
- Mentored Product Owners and contributed to the growth of product craft within the sportsbook tribe, supporting the foundation for a later expanded team structure

Product Executive

April 2021 - September 2022 (1 year 6 months)

Athens

- Served as the primary business stakeholder for sportsbook scrum teams, owning the prioritisation of the product roadmap and ensuring delivery aligned with commercial and strategic objectives
- Built strong working relationships across trading, tech, and product leadership, laying the foundation for a formal PM promotion within 18 months
- Defined and ranked product initiatives across the sportsbook backlog, balancing short-term business needs with long-term product vision

Stoiximan.gr

7 years 11 months

Product Owner

April 2018 - April 2021 (3 years 1 month)

Greece

- Owned the product and delivery of celebratory mini-sites for major tournaments including Euro and FIFA World Cup — high-traffic, time-critical experiences serving millions of users
- Led the end-to-end development of Missions, a loyalty and engagement feature designed to increase player retention through personalised challenge mechanics
- Built and shipped the ACCA Builder (accumulator bet creation tool), working closely with trading and engineering to balance player UX with risk management requirements

- Managed third-party integrations with odds feed providers including LS Sports, DST, and Abelson — defining technical requirements, leading UAT, and owning go-live coordination
- Translated business and stakeholder requirements into user stories, acceptance criteria, and sprint-ready backlogs across multiple concurrent workstreams

Product Design & Innovation Associate

August 2017 - April 2018 (9 months)

Greece

- Established and maintained an innovation backlog capturing product opportunities beyond industry-standard sportsbook features — covering novel bet types, UX concepts, and player engagement mechanics
- Conducted competitive benchmarking across global operators to identify white-space opportunities and inform the product vision for Stoiximan's differentiation strategy
- Collaborated with design and product leadership to evaluate, prototype, and prioritise non-conventional ideas through a structured scoring and feasibility framework

Shift Leader in Trading

January 2015 - August 2017 (2 years 8 months)

Greece

- Led shift operations for the trading floor, overseeing real-time risk management across live and pre-event markets
- Trained and onboarded new traders across sports pricing, in-play risk protocols, and internal tooling — directly responsible for team capability development
- Acted as the senior point of escalation during high-profile events, making real-time decisions on market suspension, liability limits, and bet acceptance

Senior Trader

January 2014 - January 2015 (1 year 1 month)

Greece

- Managed live in-play trading for premium sporting events including the UEFA Champions League Final and FIFA World Cup, operating under high-pressure, real-time conditions
- Priced pre-event markets across football and other key sports, balancing competitive odds with risk exposure targets

- Developed deep expertise in in-play market dynamics, player behaviour patterns, and liability management — knowledge that directly informed later product decisions

Trader

June 2013 - January 2014 (8 months)

Greece

- Traded live matches and priced pre-event markets across a broad sports portfolio
- Built foundational expertise in odds compilation, market mechanics, and real-time risk assessment across multiple simultaneous events

Education

Athens University of Economics and Business

Bachelor, Computer Science

University of Deusto

Erasmus, Computer Science