

SEBASTIÁN ROYO TELESON

Key Account Manager | Commercial Development & Operations

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PROFESSIONAL PROFILE

Commercial professional with more than 10 years of experience in strategic account management, business development, market expansion and operations across complex, regulated and technology-driven environments. Commercial lead for Spain in the gaming hall market at IGT, with $50.2M in revenue generated since Q3 2022, 4,625+ units under management.

MEDIA COVERAGE AND INTERVIEWS

Hablemos de Salones, con IGT - Interview with Sebastián Royo, Salones España Account Manager at IGT

AzarPlus: Interview with Sebastian Royo

Sector del Juego: Sebastian Royo joins IGT

Revista Azar: IGT Spain on the cover featuring Sebastian Royo

EDUCATION

TÜV Rheinland-Schulen Gera — Germany 2016
Internal Auditor of Quality Management Systems according to ISO 9001:2015

Universidad de Belgrano — Buenos Aires, Argentina 2014 – 2016
Technical Degree in SME Administration — Business Administration & Management

PROFESSIONAL EXPERIENCE

Key Account Manager (Account Manager IV) *— IGT (International Game Technology)* 2022 – Present
Barcelona, Spain

- Strategic responsibility for the highest-volume account across the entire EMEA region, managing the commercial relationship with the customer and operator, and the execution of commercial initiatives.
- Management of IGT's largest machine estate in Europe for the business, with more than 4,600 units under management and close to $50.2M in revenue generated since Q3 2022. ($9.85M revenue forecast for 2026)
- Scaled the business from an initial contractual commitment of 500 units/year to commercial targets of 1,000 units/year, exceeding annual targets.
- End-to-end management of more than 30 commercial opportunities, including the launch of new games or cabinets.
- Primary link between the customer and internal teams (Product, Operations, Compliance, Studio), maintaining operational efficiency and long-term alignment.

Sales & Operations Manager *— Euro Games Technology Ltd. (EGT)* 2021 – 2022
Spain

- Participation, as part of a small team, in the opening and expansion of EGT in the Spanish market during its initial market entry phase, actively contributing to the definition and implementation of the commercial strategy.
- Contribution to opening the roulette and casino machine market in Spain, establishing commercial relationships with 95% of the country's casinos.
- Participation in the expansion of the commercial operation into Ireland and Portugal, with an additional period in the Italian market.
- Collaboration in the market opening and development of EGT's first product launch for gaming halls in Spain (AWP), from the commercial concept through implementation.
- Direct contact with Spain's main gaming authorities, and partial follow-up of game homologations with regulatory bodies.
- Management and development of the sales team, responsible for commercial approvals within the area and acting as the link with the Product Development department.

Operations Manager *— Euro Games Technology Ltd. (EGT)* 2018 – 2021
Barcelona and surrounding area, Spain

- Project management and strategic planning of approvals and certifications across 17 regions for the different business areas.
- Responsibility for operations from the beginning of an order through final implementation.

- Direct communication between the development team and the field sales team, linking market needs with product development.

Administration & Compliance — *Euro Games Technology Ltd. (EGT)* 2016 – 2019

Barcelona and surrounding area, Spain

- Management of licenses and regulations for gaming machines in the casino market.
- Responsibility for gaming machine homologations and certifications before the relevant authorities.Direct support to the Compliance team and management of office administration.

Project Manager — *Emsa Logística S.A.* 2013 – 2016

Buenos Aires, Argentina

- Led the development, implementation and continuous improvement of the "SCAM" logistics control system, focused on optimizing distribution processes.
- Management of vehicle allocation to routes considering distance, available stock and customer service time windows.
- Monitoring compliance with trip scheduling, preventive maintenance and fleet documentation expirations.
- Analysis and interpretation of data to optimize the supply chain, identify trends and support decision-making.

SKILLS

Strategic Account Management: Business & Revenue Growth · Business Development · Strategic Negotiation · Strategic Planning

Operations & Projects: End-to-End Project Management · Process Optimization · Inventory Management & Analysis · Cross-Functional Collaboration

Data & Analytics: Predictive Analytics · Data Interpretation & Trend Analysis · Commercial Forecasting · Reporting

Tools: Salesforce (CRM) · Microsoft Office · Trello · AI Automation · Dashboarding & KPI Tracking

Soft Skills: Strategic Thinking · Teamwork · Problem Solving · Adaptability · Ownership · Communication · Results Orientation · Cross-Functional Collaboration

LANGUAGES

Spanish — Native

English — Professional Working Proficiency

Italian — Intermediate