



ZHANNA BENNETT Q&A: INTERVIEW WITH SENIOR BUSINESS DEVELOPMENT MANAGER AT TCSJOHNHUXLEY

Zhanna Bennett joined the TCSJOHNHUXLEY team earlier this year as Senior Business Development Manager with over 19 years' experience in international sales and exports for the UK and Eastern Europe markets.

Originally from Ukraine, Zhanna moved to the UK in 2006 and is fluent in both English and Russian. Since joining the TCSJOHNHUXLEY team, Zhanna has been focused on building and developing new and existing relationships in Eastern Europe markets.

In this Q&A Zhanna gives us an insight into her new role at TCSJOHNHUXLEY, her experience in Eastern Europe and discusses the exciting opportunities in Ukraine following the latest changes to gambling legislation. Gambling in Ukraine became legal after Volodymyr Zelensky signed the Gambling Act into law on the 11th August 2020.

Q - Tell me about your career journey & how you got to where you are today?

A - During my career I've worked in various sales and marketing roles for international companies which has provided me with a solid successful sales foundation. I obtained a master's degree in Linguistics at a Ukraine University and following this I have worked in several sales and marketing managerial positions for companies such as, Nike, Walmart, Asda, Peacocks, Next, Aqualux and Mechel Service UK.

I am lucky enough to have travelled all over the world with my career and being originally from Ukraine has helped develop my connections with the Eastern European markets and learning other Eastern European languages. I also lived in Germany for a few years, which is another language I am almost fluent in too. I possess a great deal of experience in dealing with franchise, wholesale, marketplace partners across retail and online internationally. Furthermore, I have extensive experience in exports, with over 19 years working in the UK and Eastern Europe.

I am excited about the new business opportunities in the regions I am working in and look forward to where my journey with TCSJOHNHUXLEY will take me.

Q - Describe your role at TCSJOHNHUXLEY & what key skills you will bring to the team?

A - I am looking after key markets in Eastern Europe including; Russia, Ukraine, The Baltics, Bulgaria, Georgia, Belarus, Kazakhstan, Romania, Slovakia and in central Europe key markets for me are Malta, Germany and Italy. I'll be looking after key accounts in those areas, as well as introducing our brand and product portfolio to the market.

Ukraine's legislature has recently passed a bill to regulate both land-based and online gambling in the country after its ban in 2009 so it will be exciting to see how this develops. I was able to visit Ukraine earlier in the year where there was great interest in our product range, and I look forward to being able to visit customers again soon. I believe my export experience in Eastern Europe and bilingual skills will help to build strong long-term relationships with my customers and supporting my partnerships as they grow and progress.

Q –What do you most enjoy about your job & why?

A – It is a great privilege to be working for **TCSJOHNHUXLEY** who are highly regarded leaders in the live gaming space and to have such a great team of people to work with. I am enjoying developing my skills and learning about the diverse range of products we have to offer. There is a big opportunity for us with Ukraine and I am particularly excited to see where this will lead.

Q –What are you most looking forward to in this role?

A –For me it has to be delivering results, increasing sales and providing unrivalled customer satisfaction. I take a great deal of pride in my work and I particularly enjoy developing long-term relationships with my customers.

My favourite part about sales is helping a customer find the right product or service to fulfil their requirements. To me, this is the most rewarding part of the job. I also really enjoy the team camaraderie aspect of it. We all work together toward a common goal, and it feels great when we achieve those goals.

I am certainly looking forward to developing relationships with my new and existing customers and seeing us increase our footprint in the region.

Q –What are your top 5 favourite casino products at TCSJH?

A – Shufflers, Blaze, Displays, Wheels and Games.

There has also been a great deal of interest in our new Care and Protect range, which has been designed to protect gaming staff and players amid the global pandemic. I have been working with many of my customers to ensure they are ready to re-open safely. It is really positive to see how we are able to support casinos and help safely kick start our industry again.

Q –What is the proudest moment of your working career?

A –During my six years at Next Plc I successfully grew online international revenue from £100m to £350m. I joined the international online division and was responsible for the development across all 72 international markets where Next Plc was trading via partnership or direct. The active customer base online across these markets grew from 350k to over 1m users.

Q – When you're not busy working how do you like to enjoy your down time?

A –I'm always on the go and don't like to be sitting still for too long so when I get the chance, I enjoy horse riding, salsa dancing, traveling and learning new languages. Spending time with my family and friends is also very important to me.

If you would like to discuss sales opportunities with Zhanna then you can connect with her on LinkedIn - [linkedin.com/in/zhanna-bennett-495aa215/](https://www.linkedin.com/in/zhanna-bennett-495aa215/) or via email at - zhanna.bennett@tcsjohnhuxley.com

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