Making Growth A Habit - The <company name> train to success

# From Small beginnings

Three excited, ambitious graduates with a vision for challenge and change. That's not a very uncommon start to a story, but like every compelling narrative, it keeps getting better, as one digs in a little deeper.

This 'army of three' is now a far larger unit: over 6000 people from 33 nations, working at 6 state-of-the-art facilities across the world, transforming the betting industry as we know it.

Our team's witnessed a steady growth trajectory, expanding capabilities and making inroads into new territories: entertainment, sports-betting, technology, and product-innovation, consistently bringing people together.

Karlsruhe, Germany was <company name>'s first home. Since then, we've explored new areas for business (Austria, Croatia, Gibraltar, Colombia, and Malta), not to mention a reinforced presence in Germany.

*So, who are silent operators, the brains behind the all this spectacular movement, the ones who run the gears and spin the wheels?*

This is where, it all gets a little more interesting.

# The <company name> family

The people over at Bookmaking are the 'drivers' for operations, our core service – sports betting. The suite covers a wide range of live betting scenarios spanning over 30 sports.

The <company name> mobile app and our online portal together form the cornerstone of the product, ensuring users can place bets when the time is exactly right. Our Product Tech experts are what we call 'experience-makers', ensuring an intuitive, engaging, and dynamic approach that's device and platform-agnostic.

The team employs some of the best talent in the digital space, maintaining a vibrant and creatively-strong competitive edge.

And as a result of our commitment to a multicultural, inclusive growth plan, <company name> is a melting pot of ideas – all of which find voice in our bottom-up strategy. Our employees are invited to pitch their perspectives, cutting across hierarchies, offering their vision a voice. Implemented or reserved for that rainy day, these are never ignored.

A great product is incomplete without dependable support, and this is particularly essential for entertainment services. The Customer Operations division at <company name> has professionals well-versed in seven languages - German, Italian, French, Flemish, Danish, Turkish and English.

In such a diverse and multi-layered environment, a new customer or a new employee can carve his own, unique niche.

Our Malta office houses most of our support experts, while the ever-expanding Colombia location helps mitigate high volumes, with ease. Operational from 8 am to 9 pm, customer ops are aided by a range of verticals including online security, telesales, and CX specialists.

A steadfast and experienced set of mid-level managers both guide the ship and offer a helping hand whenever needed.

# Our offices

We chose Malta for <company name>’s headquarters – the region’s sparkling seas and buzzing nightlife have made us particularly satisfied with our selection!

English is among the official languages at the island cluster, and so our employees from around the globe have little trouble fitting in.

Today, Malta is recognized for its sustained rates of economic development and we’re proud to be able to add to this momentum. From student plans to encouraging non-resident skilled labor, the region is a perfect fit for our company philosophy – “Your Career, in Safe Hands.”

While we moved base to Malta, <company name> remains rooted in Germany where our offices in Hamburg and Munich, in addition to our hometown Karlsruhe, are always at the center of all the activity. Hamburg is a global commercial hub, with a busy port and a dynamic economic landscape.

We have a symbiotic relationship with the city’s professional community – working with some of the most talented people in technology and innovation, while creating a workforce ready to mentor the next generation.

Our internship programs and graduate development programs are designed to kickstart tomorrow’s ideas, today. These plans cover our entire global presence, and Munich is no different. The city is at the crossroads of tradition and innovation, combining both with consummate ease. Groundbreaking moves meet a classic, laid-back setting, encouraging young professionals to make a difference to the world around them.

Finally, as our very first command center, Karlsruhe embodies the vibrant spirit and professional ethos at <company name>.

The Karlsruhe Institute for Technology is known for its work in several fields, making the city one of Germany’s biggest research hubs. This happily coexists with events like the Das Fest – a reflection of work-life balance like none other.

*We live and work in a global village. Our local address is where we party, our workplace is where we seek meaning every day. <company name> offices are perfectly in-sync with regional cultures, imbibing the best of what the city has to offer from cuisines to incredible views.*

*<company name> is focused on fostering happy, healthy professionals eager to take on the next big thing. That’s why, we believe in growth beyond locational borders.*

# Our extended relationships

Our franchise partners are integral pillars of <company name>’s business vision – responsible for over a thousand betting centers in Germany and Austria. These are beyond shops or sales kiosks – sports enthusiasts gather for insightful conversations, assistance from our trained partners, and to enjoy live broadcasts.

We’re constantly growing the <company name> family as more and more sports fans, with an entrepreneurial edge, join in.

And finally, the big question: *Is it an uphill climb to scale a company from single digits to over 6,000 in less than 2 decades?*

Our Director of Human Resources <name> doesn’t think so. “Our company is set up in a way that we are built around Trust, Transparency, and Innovation – I’m always challenging my team members to think about new ways to do things, how we can reinvent certain processes, or even eliminate them.”

Walking into any <company name> office, one is greeted by walls full of colorful post-its that jot down status updates across the floor. Every day employees gather for a quick ‘discussion around the wall’ – a 15-minute chat instead of formal conferences – on who’s doing what.

The transparency that we espouse is built into the <company name> campus at a granular level. With all-glass walls, not only are desks set against breathtaking views, it also reaffirms a climate of inquiry, openness, and collaboration.

*A cup of Colombian coffee to kick the Monday blues, a moment by the sweeping cityscape to help think outside-the-box, and reward programs that take experiences beyond only target-chasing– it’s just another day at <company name>.*