

Senior Intelligent Automation and AI Business Transformation Lead

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Company: William Hill

Location: United Kingdom

Category: business-and-financial-operations

Job description **Open to UK and International Candidates** This is an exciting time to join our business as we embark on an ambitious plan to delight our customers with world class betting and gaming experiences. With a new CEO at the helm, we enter a critical phase of our transformation following the integration process. We have a unique and pivotal opportunity for a Senior Intelligent Automation (IA) and Artificial Intelligence (AI) Business Transformation Lead is to support and drive Automation & AI transformation as part of organization's strategic initiatives. The role reports to the Director of Intelligent Automation and AI Business Transformation and collaborates closely with management across business functions to implement an Intelligent Automation and AI roadmap. **What you will be doing** You will work with Data & Analytics, Marketing Technology, and IT teams to execute the roadmap and integrate AI solutions. The position also coordinates with relevant functions to ensure compliance with security, architecture, and regulatory standards. In this role you will collaborate with our various business functions to implement IA & AI transformations in processes and operations. The focus is on scaling and adopting Intelligent Automation and AI solutions to meet business objectives and create value, while also monitoring and reporting the impact of each solution deployed. You will partner with our business functions to implement the IA and AI operating model, governance and transformation roadmap and promote awareness and AI-first mindset by sharing knowledge on IA and AI technologies. Working closely with key stakeholders, you will establish cross functional teams with expertise in IA and AI and develop and deploy technologies through DevOps and Agile methodologies. You will manage the deployment of solutions through vendors and

suppliers and ensure we adopt and scale to realise business cases. Your role will involve measuring, tracking and reporting and coordination of technical solutions across all business areas. You will be pivotal in communicating activity to our colleagues and taking them on the IA and AI journey as we grow and develop key technologies.**Who we are looking for**
Degree in Engineering, Computer Science, or Business Administration, OR equivalent experience in Intelligent Automation and AI transformation.

Extensive experience in AI-led business transformation, with expertise in technologies like AI/ML, RPA, Low Code, Advanced Analytics, and Generative AI.

Proficiency in new product development, go-to-market strategies, and product life cycle management.

Comprehensive understanding of technology strategy, operations transformation, digital collaboration, and Intelligent Automation & AI technologies.

Certifications in project management, PMP, ITIL, agile methodologies, or related areas are added advantage.

Strong blend of business and technical acumen with an AI-first mindset and ability to translate business needs into Automation & AI strategies.

Proven stakeholder management, communication, and presentation skills across diverse business and technical functions.

Proven project management skills, team leadership, and financial awareness with experience in budget management and understanding of cost-revenue implications.

If you would like to discuss the opportunity further, please submit your application and one of our dedicated Recruitment Team will be in touch.

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