

Nomination: 6044

Product Madness - Powering your Best Game

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Product Madness Games
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Product Madness - Powering your Best Game
Category E01 - E10 Team > E04 - Engagement/Happiness Team of the Year
Team Submission Format Written Answers
a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required <p>Product Madness is an award-winning developer of social and mobile casino games, the brainchild of two Stanford Business MBA graduates who shared a passion for gaming. The business sprang into life in 2007 and we quickly underwent a period of strong growth, and acquisition in 2012 by Aristocrat Technologies Inc - one of the world's largest manufacturers and designers of casino slot machines. Our company culture is truly unique, with a manifesto that includes passion, creativity and collaboration, and an inspirational and innovative work environment focused on employee wellbeing. Beginning with 75 employees in 2017, we now have almost 800 employees across London, Gdansk, Lviv, Barcelona and Tel Aviv.</p> <p>HR at Product Madness is a team of HR professionals split into three five departments, each with its own remit but united by a culture that puts its people first.</p> <p>The Studio Experience Team is focused on delivering exceptional employee experiences and engagement. People and Culture is responsible for nurturing talent, championing the culture of Product Madness, and making it the best place in the world to work, and Talent Acquisition has the mission-critical job of attracting and recruiting new talent in order for the business to achieve its ambitious growth targets.</p>

b. Outline the team's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

We aim to be the number one worldwide social casino mobile games leader. To support this, the HR team must bring in new talent whilst maintaining the unique culture that makes us such a remarkable place to work. Many organisations have been tightening finances during the last 12 months, but we've been investing more in our people. Training and development are hugely important for everyone, including HR, who all have individual development plans to map the trajectories of their career paths. During this period, the team has gained IOD qualifications, ILM and CIPD training, and on-demand learning. We also access ad-hoc training as things evolve within the business and where necessary identify skills/knowledge gaps.

When it comes to mentoring, we look within our own organisation and to other industries and HR professionals who can offer a fresh perspective, attending HR webinars, workshops and training and seeking out peer-to-peer support. One of the greatest challenges we face as an HR team is identifying new roles within Product Madness before they're required so we can continually evolve and grow, ensuring our ambitions aren't curtailed by a lack of talent. We believe measurement is critical to success, so we implement various tools to evaluate the HR team's performance, from surveys and roundtables, to Glassdoor reviews. We watch for employees working more hours than they should or offering extra wellness days to club with Easter holidays is great way to ensure our people are productive and happy. The wellbeing of our people is paramount.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

We want to equip our managers with the management and leadership skills they need to help drive our growth. That's why we're working with external providers to give our people core ILM Curriculum training – something just 8% of other tech companies in the world are currently doing.

HR is critical to the success of Product Madness, to create a funnel of great people that can help the business achieve its growth and expansion goals. Since 2017, the number of employees has grown from 75 to almost 650 today, an increase of some 767%, with a projected 250 more people required next year. We're expanding into new locations, and we need to facilitate this growth with the right new talent. We're hitting our recruitment targets, despite setting the bar high so we get the best people and retain our unique culture. And we've helped the business to its best financial year ever, with 25-30% new growth.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

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Supporting Document

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