



JEMMA McCOLGAN

Energizer
DISC Type : I

Head of Content at Casino.org
Dunfermline, Scotland, United Kingdom

Overview

Jemma McColgan is the Head of Content at Casino. org, where she leads a global team of over 35 editors and managers. With more than 12 years in the iGaming industry, her expertise spans content strategy, SEO, and creating scalable systems. She studied Economics at the University of Strathclyde.

Outside of her professional life, Jemma has a keen interest in video games, listing both PlayStation and Electronic Arts (EA) as interests. She is also a writer of short fiction and enjoys sports betting and playing at casinos as a personal hobby, which led her to her career in iGaming.

She has a background as an odds compiler and has previously written the terms and conditions for casino bonuses.

👉 Personality Overview

Enthusiastic

Big Picture Person

Imaginative

They are friendly, approachable and love to make new connections. They are always positive and upbeat, so take their promises with a pinch of salt. They are not always early adopters but can be persuaded by leveraging strong relationships.

👉 Topics They Care About

iGaming Content Strategy

With over 12 years of experience, she leads global content strategy for Casino. org, focusing on casino and sports verticals.

Team Leadership

She has grown her content team from 19 to over 35 members, focusing on developing talent and maintaining high standards of quality.

Scalable Operations

Passionate about creating scalable systems and processes that align content with business goals and raise standards across her global team.

Video Gaming

Lists PlayStation and Electronic Arts (EA) among her interests, indicating a personal passion for the video game industry.

Creative Writing


Identified a passion for writing short fiction, which complements her professional role in content creation.

Canadian Gaming Market

Frequently speaks as an expert on the Canadian iGaming market, covering regulations, reviews, and player safety.




Media Appearances



Jemma McColgan of Casino.org explains the future of iGaming in Ontario after 2025. Featured in View The Vibe

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Article



Casino.org's Jemma McColgan on Alberta iGaming Player Protection and the Market Launch. Featured in Casino Mentor

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Article



How Canada's Online Blackjack Tables Compare with Casino.org's Jemma McColgan. Featured in Blackjack Review

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Article



Interview with Casino.org's Jemma McColgan. Featured in Affpapa

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Article



Casino.org editor Jemma McColgan on how Ontario's regulated framework leads to safer play online. Featured in Inside Halton

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Article

Work History

- 6-2025
Head of Content at Casino.org
- 8-2024 - 6-2025
Managing Editor at Casino.org
- 7-2023 - 8-2024
Senior Content Editor at Casino.org
- 1-2022 - 10-2023
Senior Content Manager at KaFe Rocks Group
- 11-2019 - 1-2022
Content Manager at KaFe Rocks Group

Education

- 2003 - 2007
Economics from University of Strathclyde

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Dunfermline, Scotland, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Content at Casino.org**

Insights For Selling To Jemma

👉 During A Call Or A Meeting

DO's

- Invite them for a lunch or a drink/coffee
- Speak enthusiastically with energy, maintain a clear and confident tone
- Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.

DONT's

- Avoid cutting into their flow
- Avoid overloading them with too much detail
- Don't push them to make a decision too fast, let them get comfortable first

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Jemma, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Jemma, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Jemma is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Jemma

- *They will probably never say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Jemma Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Jemma Take Some Risk Or Not?

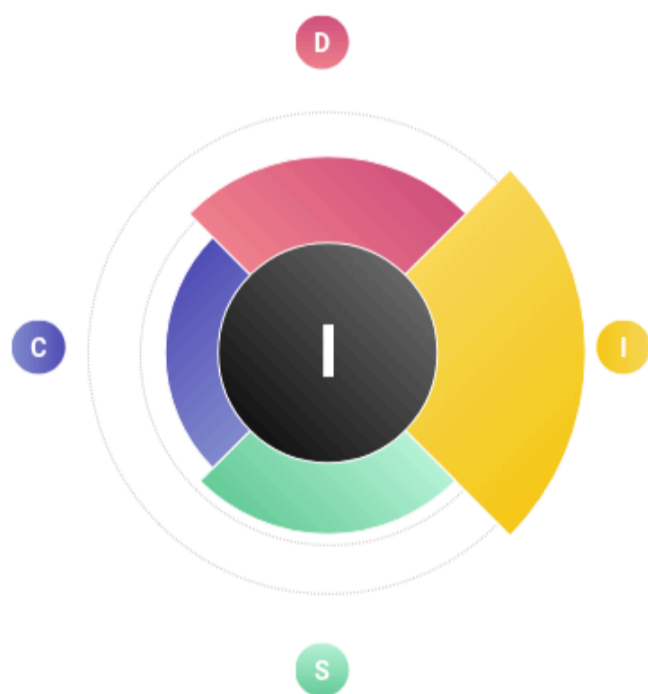
- *They can accept limited risks, ones that they think will not impact them personally.*

You And Jemma

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jemma's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.