

Skrill USA takes on gaming; Interview with Christopher Russell, Skrill USA CEO



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I recently interviewed Christopher Russell, Skrill USA CEO. Christopher joined Skrill from World First, where he held the position of President and CEO for World First USA. Skrill operates with 40 different currencies and 100 payment options including debit cards, credit cards, peer-to-peer transfers, merchant payouts, and automated clearinghouse (ACH) services, and is the largest global wallet provider for gamers and gamblers with more than 150,000 merchants.

I asked Christopher to share his vision for Skrill USA and he said, "As the first digital wallet for New Jersey i-gaming, Skrill USA now services all of the gambling operators in the state except for one." Christopher went on to say, "California is next for online poker and we are the official sponsor of the World Poker Tour." I asked him what is special about the Skrill Wallet and he said, "Our 'Skrill 1-Tap' solution allows a gamer to purchase without leaving the game, which makes the Skrill Wallet very popular with all types of online gamers, all they need to do is register online, and once we perform our 'Know-Your-Customer' compliance, they can link the wallet to their bank account via ACH, and by debit or credit card. Since we acquired paysafecard in 2013, customers can also load their Skrill wallet with paysafecard that can be purchased by cash."

I ask Christopher about Skrill USA's market verticals and he said, "We are not just focused on gambling and we recently teamed up with Linden Labs as a payout partner to Skrill Wallet." Christopher said, "We enable P2P transfers between our 40 million Skrill Wallet accountholders so we can deliver remittances just about anywhere in the world." I asked Christopher about the self-service market and Christopher said, "We definitely see potential in the self service channel and envision customers buying PINs and loading wallets." Skrill brings a wallet solution to the US market focused primarily on the growing online gaming market, but in fact they are delivering an alternative payments channel.

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