

Niklas Lindahl

CEO / CCO / CMO / COO / Investor

Revenue growth, turnaround and international expansion.

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EXECUTIVE PROFILE

Action-oriented executive with **over 14 years** leading revenue growth and international expansion across digital, consumer and iGaming. Combines hard commercial and analytical rigour with a decisive, *operator-first* mindset to **relaunch, scale and turn around** businesses while managing the impact of change.

Full P&L ownership at the most senior level, from **CMO of a €500M-revenue group** to **turnaround CEO** and **founder with a successful exit**. An intuitive people leader who builds high-performing teams, and a trusted advisor and business partner to boards, funds and founders.

SIGNATURE ACHIEVEMENTS

- Contributed directly to the **€607M acquisition of LeoVegas by MGM Resorts International**.
- As CMO, generated **€50M incremental revenue in under 12 months** and lifted **EBITA by 18%**, cutting the marketing-to-revenue ratio from **40% to 30%**, the most efficient in company history.
- As Managing Director, scaled LeoVegas Italy from **€3M to €18M revenue (+500%)** in under a year.
- Grew MGA-licensed markets to **€100M in 12 months (+100% YoY)**, with up to **7x growth** in priority markets.
- Founded, scaled and **exited Optimized Group for €1.35M** after five consecutive years of **100% YoY growth**.
- As CEO, led the **full turnaround** of a US-fund-backed iGaming operator back to growth and strategic sustainability.

CORE COMPETENCIES

Strategic Planning • Market & Revenue Growth • International Expansion • P&L Budgeting & Forecasting • Organizational Restructuring & Turnaround • Digital Marketing • Sales • Data Analysis • Paid Search • Customer Experience (CX) • Executive Leadership • Strategic Partnerships • Team Building • Mentoring

PROFESSIONAL EXPERIENCE

Action Is Now | Milan, Italy

Mar 2026 - Present

Fractional and interim executive leadership.

Executive Management Consultant

Fractional and interim executive leadership for companies that need senior firepower without a permanent hire. **Fractional C-level, turnaround and restructuring, growth, and international expansion.** Current engagements include **one of the largest media agencies in Italy** (name withheld for confidentiality) and a mid-sized tour operator.

Tenperzent.com | Milan, Italy

Apr 2026 - Present

AI-native recruiting platform.

Founder & Investor

Founder and investor of an **AI-native recruiting platform** redefining the hiring process through an AI-driven decision engine. Responsible for strategic vision, product and go-to-market.

Lindahl Capital | Milan, Italy

Feb 2026 - Present

Where Eagles Dare

Investor

Investor and manager of a **proprietary-capital investment vehicle** focused on long-term capital preservation and asymmetric growth through strategic allocation across **defence, national resilience and frontier technologies**. Institutional discipline, macro-trend-driven thematic positioning and structured portfolio construction across listed equities, strategic commodities and high-conviction tactical investments.

Forvana Gaming | Milan, Italy

Aug 2024 - Dec 2025

Excellence in iGaming through innovation and strategic growth.

CEO

Led the **complete operational turnaround** of a struggling iGaming operator backed by a US investment fund. Mandate: stabilise the business, rebuild leadership, execute a complex platform migration and return the company to growth. **Full P&L ownership** across commercial, operational, product and technical functions.

- Rebuilt and restructured the **entire leadership team**, developing a high-performing cross-functional organisation across acquisition, retention, product, technology, finance and compliance.
- Transformed inefficient operations into a **structured, KPI-driven performance machine** with clear accountability and a defined reporting cadence.
- **Stabilised the revenue base** and restored commercial momentum in competitive regulated markets.
- Oversaw the **full migration to a new PAM platform**, including a custom front-end architecture, with minimal customer impact.
- Optimised acquisition and retention engines and strengthened CRM and VIP frameworks to increase **player lifetime value**.
- **Handed back a relaunched company** to the investment fund with stronger foundations for the next growth phase.

LeoVegas Group | Milan, Italy

Aug 2021 - Mar 2024

Mobile gaming company and one of the world's largest providers of online casino and sports betting.

Chief Marketing Officer (CMO)

- Appointed **interim CMO** to restructure and rebuild the marketing organisation; **officially confirmed in the role in Apr 2022** on demonstrated results.
- Managed an annual marketing budget of **€120M** for a group with **~€500M annual revenue**, leading a team of **over 100 people** including marketing strategists, Country Managers and General Managers.
- Owned company marketing and branding strategy with data-driven targets for market share, budget efficiency and revenue growth, governed by continuous KPI monitoring.
- Directed a best-in-class digital team across SEO, SEM, social, affiliate, programmatic and in-app advertising, in close partnership with Product, Retention and Operations.
- **Key strategic advisor to the executive team** on acquisition opportunities, new-market expansion and global competitive positioning.

Key Results

- Generated **€50M incremental revenue in under 12 months**, contributing to an **18% increase in EBITA**.
- Cut the marketing-to-revenue ratio from **40% to 30%**, the most efficient in the company's history.
- Strategic contribution played a **decisive role in the €607M acquisition by MGM Resorts International**.
- Pioneered the **global digital-first marketing strategy**, embedding analysts to turn performance data into decisions.
- Hired, developed and promoted **50 key people** into a top-performing marketing team and reference model for the group.
- Led two **global sports-betting partnerships** with Inter and Manchester City F.C.; delivered **double-digit revenue growth** across Canada, Italy, Spain, New Zealand, Sweden and the UK.

LeoVegas Group | Milan, Italy
General Manager, Europe and North America

Feb 2021 - Aug 2021

- Led **five Country Managers** driving growth across **more than 10 markets** in Europe and North America.
- **P&L responsibility** over annual operating (up to **~€112.5M**) and marketing (up to **~€60M**) budgets.
- Built and executed long-term strategic growth plans from marketing and retention data, enabling significant market growth region-wide.

LeoVegas Group | Milan, Italy
Head of MGA Markets

Feb 2020 - Feb 2021

- Promoted to grow **MGA-licensed markets** including Canada, Finland, Latin America, Japan, India, Ireland and New Zealand; managed a marketing budget of up to **€40M**.
- Coached and mentored **four Country Managers**, securing resources and support to exceed targets.
- Grew total MGA territory revenue to **€100M in under 12 months, +100% YoY**.
- Identified two underserved priority markets (Ireland, New Zealand) and grew their revenue by **up to 7x in a year**.

LeoVegas Group | Milan, Italy
Managing Director, Italy

Apr 2018 - Feb 2020

- Brought in to **relaunch and grow** the newly acquired Italian operations across financials, product and morale; built a 360-degree review that drove company-wide process improvement.
- **Full P&L responsibility**, growing annual revenue from **€3M to €18M (+500%)** in under a year through effective reallocation of marketing investment.
- Restructured the Italian organisation from **35 to 10 people**, cutting human-capital cost by **60%**.
- Oversaw a full platform migration for operational consistency and scalability.
- Led effective **advocacy against the proposed Italian advertising ban**, facilitating amendments through targeted PR and balanced debate.

Swedish Amphibious Corps | Sweden
Coastal defence corps of the Swedish Navy.
Soldier

Oct 2017 - Mar 2018

- Swedish Armed Forces basic military programme (GMU): basic training, patrolling, leadership, performance under pressure and arctic/winter training.

Digitouch | Milan, Italy
Digital marketing company specialising in advanced-technology services.
Head of International Development

Jul 2016 - Sep 2017

- Retained after the **sale of Optimized Group** in a newly created role driving clients' international expansion and identifying M&A opportunities.
- Built a bilingual in-house sales team and foreign-agency partnerships for English-speaking international clients.
- Closed deals with multinationals including **HomeAway (now VRBO)** and **lastminute.com**.

Optimized Group S.r.l. | Milan, Italy
Web and digital marketing agency; acquired by Digitouch in Jun 2016.
Founder & CEO

Sep 2012 - Jun 2016

- Founded and built a digital agency from scratch, scaling the team to **over 20 people** across SEO, SEM, digital PR and social.
- Grew revenue and EBITA **100% YoY for five consecutive years**, from **€0 to €1.5M**, with **80% client retention**.
- Advised **over 300 Italian companies**, signing OVS, ConTe.it, Allianz, Luiss Business School and Gruppo Mondadori; secured **premium Google and Bing partnerships**.
- Facilitated the **sale to listed group Digitouch for €1.35M**, a significant return for early investors.

Just Search | Rome, Italy
Former international SEO and SEM agency.

Oct 2010 - Sep 2012

Country Manager, Italy

- Built the Italian operation from scratch, managing **12 staff** across two offices (Rome, Milan) and ensuring full regulatory compliance.
- Made the division **cash-flow positive within four months** of launch; acquired **over 50 SME clients in under two years**.

Artefact | Stockholm, Sweden
Data consulting, digital marketing and technology agency.

Feb 2010 - Jul 2010

Key Account Manager

- Generated **€200K ARR**, including the **largest client in company history at that point (€60K ARR)**; recognised as **top sales representative**.

Expedia Group | Rome, Italy
Online travel company for consumer and small-business customers.

Feb 2008 - Jan 2010

Senior SEM Analyst

- Promoted from Junior SEM Analyst (Aug 2008); led **PPC across four Scandinavian markets** plus the Netherlands, managing a **€5M annual budget** on Google Paid Search.
- **Tripled regional revenue in under two years** by optimising spend and expanding into underserved segments.

EDUCATION

IHM Business School | Gothenburg, Sweden
IHM Affärsinriktad Projektledare (Business-Oriented Project Manager).

LANGUAGES

Italian (bilingual) • **English** (bilingual) • **Swedish** (native)