

Niklas Lindahl

CEO · CMO · COO · OPERATOR & INVESTOR

*“I build it, scale it, turn it around, and sell it. **Full P&L. Full accountability.**”*

€607M	€120M	+500%	€1.35M	14+
MGM ACQUISITION CONTRIBUTED TO	ANNUAL MARKETING BUDGET OWNED	ITALY REVENUE €3M → €18M	COMPANY FOUNDED & EXITED	YEARS OWNING THE NUMBER

01 THE OPERATOR

Fourteen years owning the number, not advising on it. I have run the growth engine as **CMO of a €500M group**, owned the full P&L as **Managing Director and CEO**, and rebuilt operations from the inside as a **turnaround leader**. The title changes with the mandate. The job does not: take accountability for the outcome and deliver it. Equally credible owning the whole company or the commercial engine that drives it.

02 SCOPE OF COMMAND

€500M	€120M	100+	10+	Full
REVENUE ORG LED WITHIN	BUDGET OWNED PER YEAR	PEOPLE LED CROSS-FUNCTION	MARKETS RUN EU & N.AMERICA	P&L OWNERSHIP CEO / MD LEVEL

03 KNOWN FOR

Turnaround

Took a distressed, US-fund-backed iGaming operator **back to growth**. Cut cost, rebuilt leadership, migrated the platform, handed it back stronger.

Commercial Growth

Scaled Italy **€3M to €18M in a year**. Generated **€50M incremental revenue** in 12 months. Grew licensed markets to **€100M, +100%**.

Build & Exit

Founded a digital agency, grew it **100% a year for five years**, exited for **€1.35M**. I know what an owner needs. I have been one.

04 OPERATING PRINCIPLES

/01

Execution beats strategy.

/02

Speed is an advantage.

/03

Accountability is non-negotiable.

/04

Own the outcome.

05 SELECTED MANDATES

Chief Marketing Officer

LeoVegas Group

2021 - 2024 · €500M GROUP

Rebuilt the marketing organisation of a global online-gaming group. **€50M incremental revenue in under 12 months**, marketing-to-revenue cut **40% to 30%** (a company record), and a decisive contribution to the **€607M acquisition by MGM Resorts International**.

Turnaround CEO

Forvana Gaming

2024 - 2025 · US FUND-BACKED

Inherited a distressed operator. **Stabilised the business**, rebuilt the leadership team, executed a full platform migration with minimal customer impact, and **returned the company to growth** before handing it back to its Seattle fund.

Managing Director, Italy

LeoVegas Group

2018 - 2020 · FULL P&L

Newly acquired and underperforming. Took revenue from **€3M to €18M (+500%) in under a year**, restructured the team from 35 to 10 and cut human-capital cost **60%**, and led successful advocacy against a national advertising ban.

Head of MGA Markets

LeoVegas Group

2020 - 2021 · MULTI-MARKET

Grew a portfolio of licensed markets to **€100M in under 12 months (+100% YoY)**, and lifted two underserved markets by **up to 7x** in a single year.

Founder & CEO

Optimized Group

2012 - 2016 · EXIT

Built a digital agency from zero to **€1.5M, 100% YoY growth for five straight years**, 300+ clients including OVS, Allianz and Mondadori, then **sold it to listed group Digitouch for €1.35M**.

06 SECTORS & EXPERTISE

SECTORS

iGaming · Digital · Consumer · Marketplaces · Scale-ups · PE-backed mid-market

EXPERTISE

Turnaround & Restructuring · P&L Leadership · Commercial Growth · International Expansion · Marketing & Brand · Platform Migration · M&A & Exit

07 WHERE I CREATE VALUE NEXT

Best deployed where there is **a number to hit and a clock running**. Turnarounds and restructurings. Post-acquisition stabilisation. Scale-ups that have outgrown founder-led leadership. PE value-creation mandates. **Interim or permanent**, Italy or cross-border, delivered in English, Italian or Swedish.

08 SELECTED CLIENTS & PARTNERSHIPS

MGM Resorts · Inter · Manchester City F.C. · OVS · Allianz · Gruppo Mondadori · Luiss Business School · Google · Bing

EDUCATION

IHM Business School, Sweden

SERVICE

Swedish Amphibious Corps

LANGUAGES

English · Italian · Swedish

BASE / REACH

Milan · EU, UAE, Africa, US