

500% MARKET GROWTH

€607M MGM EXIT

€120M BUDGET

100+ TEAM

EXIT FOUNDER→SOLD

CEO · CMO · INVESTOR

NIKLAS LINDAHL

*I build teams that deliver **under pressure.***

FROM LIDKÖPING, SWEDEN → MILANO, ITALIA · 45.46°N 9.19°E

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A NOTE FROM NIKLAS

DEAR READER.

My name is Niklas Lindahl. I did not start with a network, a famous degree, or family money. I started with a willingness to outwork the room and a refusal to lose.

Everything in these pages was built the same way. I took the analyst job nobody wanted and turned it into results. I founded an agency from nothing and sold it. I rebuilt the marketing engine of a 500 million euro company and helped take it to a 600 million euro exit. When something was broken, I was the one they called to fix it.

Fifteen years on, the pattern has not changed. Hand me a mandate and a hard number, and I will build the team that delivers it.

What follows is the proof. If it earns a conversation, I will bring what I always bring: discipline, ownership, and results.

Niklas Lindahl

MILANO · CEO · CMO · INVESTOR

THE OPERATOR

Fifteen years. Three companies built or fixed. One **€600M+** exit.

From SEM analyst to CMO to CEO to founder — a straight line of harder mandates and bigger outcomes.

THE OPERATOR IN THREE LINES

01



Revenue & Expansion

15+ years scaling revenue and entering international markets through innovative, data-driven strategy.

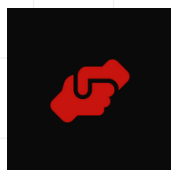
02



Decisive & Analytical

Pairs strong commercial and analytical skill with a decisive, forward-looking mindset to relaunch and grow operations through change.

03



People Leadership

Intuitive leader who builds teams that deliver under pressure. A trusted advisor, business partner and coach.

OFF THE CLOCK

I TRAIN THE WAY I OPERATE.

Discipline and results were never just a job. They are how I live, on and off the clock.

01 SPARTAN ULTRA

World Championship finisher · Morzine

02 MUDMASTER

Obstacle-race grit, start to finish

03 ENDURANCE

Relentless, year-round preparation



SPARTAN ULTRA // WORLD
CHAMPIONSHIP, MORZINE



MUDMASTER // OBSTACLE RACE

TRILINGUAL SE · EN · IT // IHM BUSINESS SCHOOL, GÖTEBORG
EARLY BASIC TRAINING, SWEDISH AMPHIBIOUS CORPS

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EIGHTEEN YEARS, ONE PAGE.

2008–2010

Expedia Group

Senior SEM Analyst

€5M PPC budget · Nordics & NL

3× regional revenue grown

2012–2016

Optimized Group

Founder & CEO

€0→€1.5M revenue, from zero

100% YoY growth ×5 years

€1.35M exit to Digitouch

2018–2024

FLAGSHIP

LeoVegas

MD → MGA Head → GM → CMO

€120M marketing budget owned

+500% Italy revenue €3M→€18M

€607M MGM exit enabled

2026 →

Founder & Investor

Tenperzent · Lindahl Capital

Tenperzent AI-native recruiting

Lindahl Cap. frontier-tech investing

Advisory C-level consulting

2008

2010–2012

Just Search

Country Manager, Italy

4 mo to cash-flow positive

50+ SME clients won

0 → Italy built from scratch

2016–2017

Digitouch

Head of Intl. Development

HomeAway & lastminute.com closed

M&A scouting · global expansion

2024–2025

Forvana Gaming

CEO · Turnaround

Full P&L turnaround

Rebuilt leadership & platform

Growth restored, handed back

2026 →

BUILT FROM ZERO.

Founded a digital agency in Milan. Grew it to €1.5M with 100% growth every year.
Then sold it.

THE BUILDER

€0 → €1.5M

Revenue, built from nothing

100% × 5yrs

YoY growth, five years running

300+

Italian companies advised

€1.35M

Exit to listed Digitouch

Optimized Group was an ethical, professional digital agency built from scratch — SEO, SEM, digital PR and social. I ran growth, recruiting, sales, HR and quality, scaling the team past 20 people while keeping 80% client retention. A premium Google and Bing partner, sold to the listed group Digitouch with a strong return for early investors.

SELECTED CLIENTS

OVS

CONTE.IT

ALLIANZ

LUISS BUSINESS SCHOOL

GRUPPO MONDADORI

RESULT // SOLD FOR €1.35M

CHAPTER TWO · 2018–2024

TRANSFORMED AT SCALE.

Rebuilt the entire marketing engine of a €500M company — and helped engineer its exit.

THE TRANSFORMER

ROLE PROGRESSION

☐ Managing Director, Italy

04/2018 – 02/2020

☐ Head of MGA Markets

02/2020 – 02/2021

☐ GM, Europe & North America

02/2021 – 08/2021

☒ Chief Marketing Officer

08/2021 – 03/2024

RESULT // €607M MGM EXIT ENABLED

SELECTED RESULTS

- Owned a €120M annual marketing budget; led 100+ across strategists, Country and General Managers.
- Generated €50M incremental revenue in under 12 months, contributing to a +18% EBITA uplift.
- Cut marketing-to-revenue ratio from 40% to 30% — the most efficient in company history.
- Pioneered a global digital-first strategy, embedding analysts to drive data-led decisions.
- Grew Italy revenue from €3M to €18M (+500%) in under a year as Managing Director.
- Took MGA territories to €100M (+100% YoY) leading Canada, Finland, LatAm, Japan and more.

THE NUMBER THAT MADE THE DEAL

MGM RESORTS ACQUISITION OF LEOVEGAS

€607M

The marketing transformation I led as CMO was instrumental to the acquisition — the most efficient marketing engine in the company's history, built for scale.

€120M

Annual marketing budget owned at the time

40→30%

Marketing-to-revenue ratio, a company record

+18%

EBITA uplift driven by the transformation

GROWTH ACROSS MARKETS, NOT JUST ONE

DOUBLE-DIGIT GROWTH DRIVEN ACROSS

CANADA

ITALY

SPAIN

SWEDEN

UNITED KINGDOM

NEW ZEALAND

FINLAND

IRELAND

LATAM

JAPAN

INDIA

10+

International markets grown to double-digit revenue

Inter · City

Global football partnerships: Inter & Manchester City F.C.

7×

Revenue growth in under-served markets (Ireland, NZ)

FIXED WHAT WAS BROKEN.

Took a failing, US-backed operator and made it perform again — leadership, platform and P&L.

THE TURNAROUND

Forvana was a struggling iGaming operator backed by a US fund. The mandate: stabilize the business, rebuild leadership, execute a complex platform migration, and return the company to growth. I owned every commercial, operational, product and technical function, with full P&L responsibility — and handed a relaunched business back to the fund on stronger foundations.

RESULT // RETURNED TO GROWTH

WHAT I DID

- Rebuilt the entire leadership team across acquisition, retention, product, tech, finance and compliance.
- Executed a full PAM platform migration with a custom front-end and minimal customer impact.
- Turned inefficient operations into a structured, KPI-driven performance machine.
- Stabilized revenue and restored commercial momentum in competitive, regulated markets.
- Strengthened CRM and VIP frameworks to lift player lifetime value.

A TRACK RECORD OF RESULTS

15+

Years in C-suite and senior leadership

€607M

MGM exit, strategically enabled

€120M

Annual marketing budget owned

100+

People led at peak

+500%

Italy revenue growth in a year

€50M

Incremental revenue in <12 months

€1.35M

Agency exit as founder

300+

Companies advised over the years

WHAT OTHERS SAY

“

Niklas put in 150% effort in every task he took on.

PROFESSIONAL RECOMMENDATION

“

His processes in sales and the running of the sales office is a credit to him.

PROFESSIONAL RECOMMENDATION

“

Commitment, structure and results. Strongly recommend him.

PROFESSIONAL RECOMMENDATION

HOW I OPERATE

01

Execution beats strategy.

02

Speed is a competitive advantage.

03

Own the outcome.

04

Structure drives performance.

05

Decision decides.

06

Accountability is non-negotiable.

CAPABILITIES

CAPABILITIES

DIGITAL MARKETING

SALES

STRATEGIC PLANNING

MARKET & REVENUE GROWTH

INTERNATIONAL EXPANSION

P&L & FORECASTING

PAID SEARCH

CUSTOMER EXPERIENCE

EXECUTIVE LEADERSHIP

STRATEGIC PARTNERSHIPS

TEAM BUILDING

DECISION MAKING

ORG TURNAROUND

DATA ANALYSIS

TRAINING & DEVELOPMENT

MENTORING

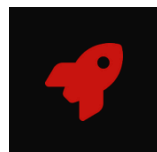
CHAPTER FOUR · 2026 →

NOW I BUILD AND BACK.

Founder and investor — putting capital and operating experience behind teams and frontier technology.

04

WHAT I AM BUILDING NOW



Tenperzent.com

Founder & Investor 04/2026 – Present

AI-native recruiting platform redefining selection through an AI decision engine. Owner of vision, product and go-to-market.



niklaslindahl.com

Management Consultant 03/2026 – Present

Strategic and managerial advisory for selected clients, including one of Italy's largest media agencies and a mid-sized tour operator.



Lindahl Capital

Investor 02/2026 – Present

Proprietary-capital vehicle focused on long-term preservation and asymmetric growth across defense, national resilience and frontier technology.

THE PORTFOLIO · LIVE NOW



LINDAHLCAPITAL.COM



ACTIONISNOW.COM



NIKLAS LINDAHL
niklaslindahl.com

NIKSLASLINDAHL.COM

tenperzent

TENPERZENT.COM

WHERE I CREATE THE MOST VALUE

SITUATIONS

- Turnaround & restructuring
- Scale-up & market entry
- Commercial transformation
- Building high-performance teams

SECTORS

- Digital & tech-enabled
- Gaming & consumer
- Defence-tech & frontier
- International expansion

ROLE

- CEO / C-level mandate
- Full P&L ownership
- Board & advisory
- Founder-operator partnerships

APPENDIX

CURRICULUM VITAE

The full record, role by role.

EXPERIENCE (2018 – TODAY)

2026 – Present

Milano

Founder & Investor **Tenperzent · Lindahl Capital**

- Founder of Tenperzent.com, an AI-native recruiting platform — owner of vision, product and go-to-market.
- Management consulting via niklaslindahl.com for selected media and travel clients.
- Lindahl Capital: proprietary investing across defence-tech and frontier technology.

2024 – 2025

EU · US-backed

Chief Executive Officer **Forvana Gaming**

- Full turnaround mandate with complete P&L ownership.
- Rebuilt leadership across acquisition, retention, product, tech, finance and compliance.
- Executed a full PAM platform migration with custom front-end and minimal customer impact.
- Restored commercial momentum in competitive, regulated markets.

2018 – 2024

Milano

MD Italy → Head of MGA → GM Europe & NA → CMO **LeoVegas Group**

- CMO: owned a €120M annual marketing budget and led 100+ people.
- Generated €50M incremental revenue in under 12 months; +18% EBITA; cut marketing-to-revenue 40% → 30%.
- Strategic contribution instrumental to the €607M MGM Resorts acquisition.
- Head of MGA Markets: territories to €100M (+100% YoY). MD Italy: +500% revenue (€3M → €18M).
- Drove global sponsorships with Inter and Manchester City F.C.

EXPERIENCE (2008 – 2017)

2016 – 2017

Milano

Head of International Development **Digitouch**

- Led international expansion and M&A scouting for the listed group.
- Closed major accounts including HomeAway (VRBO) and lastminute.com.

2012 – 2016

Milano

Founder & CEO **Optimized Group**

- Built a digital agency from €0 to €1.5M revenue with 100% YoY growth for five years.
- Scaled the team past 20; advised 300+ clients (OVS, ConTe.it, Allianz, Luiss, Mondadori) at 80% retention.
- Premium Google and Bing partner; sold to listed Digitouch for €1.35M.

2010 – 2012

Roma · Milano

Country Manager, Italy **Just Search**

- Launched the Italian operation from scratch; cash-flow positive in four months.
- Won 50+ SME clients and built the local sales and delivery engine.

2010

Stockholm

Key Account Manager **Artefact**

- Top sales performer managing key agency accounts.

2008 – 2010

Nordics · NL

Senior SEM Analyst **Expedia Group**

- Managed a €5M paid-search budget across the Nordics and the Netherlands.
- Tripled regional revenue through data-led optimisation.

EDUCATION & SKILLS

2003 — 2005

Göteborg

IHM Affärsinriktad Projektledare **IHM Business School**

- Business-oriented project management — strategy, sales and commercial execution.

MILITARY

Swedish Amphibious Corps — early basic training (Swedish Navy coastal defense).

LANGUAGES

SWEDISH — NATIVE

ENGLISH — BILINGUAL

ITALIAN — BILINGUAL

CORE SKILLS

P&L LEADERSHIP

MARKETING & COMMERCIAL STRATEGY

INTERNATIONAL EXPANSION

TURNAROUND & RESTRUCTURING

DIGITAL & PERFORMANCE MARKETING

SEM / SEO

TEAM BUILDING

DATA ANALYSIS

M&A

GO-TO-MARKET

LET'S TALK

THANK YOU.

Let's build what comes next.

WHERE EAGLES DARE



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