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I turn underperforming assets into category leaders. Revenue on my P&L up 20%+ a year, seven of the last eight years.

TRACK RECORD

\$100M+

P&L OWNERSHIP

Full P&L, on the executive team of an 800+ FTE group

\$1.2B

ACQUISITION

Legend's sale to Genius Sports, up to \$1.2B with earnout, while I was on the executive team

300+ FTEs

ORG SCALING

Built three teams: 30 → 300, 1 → 50, 100 → 300

2x+

TURNAROUNDS

Revenue at least doubled in each of the 12 underperforming mid-to-large brands I stepped into

€35M exit

CO-FOUNDED

Co-founded Time2play at KaFe Rocks, central to the group's €35M sale to GiG

THE PATTERN

Turnaround

casino.org

Turnaround at scale · Legend · 2023–present

Established flagship back to double-digit revenue and EBITDA growth, three years running, through the roughest run of Google updates the category has had.

onlinecasinosdeutschland.com

Multi-market scale-up · iGaming.com · 2018–2020

Underinvested six-market property to the group's single biggest profit contributor; revenue 4x in about two years.

Integration

casino.guru

Acquisition integration · Legend · 2024–present

130-person acquisition integrated: double-digit growth, zero regrettable attrition, ratings and complaints service left fully independent.

casinoscores.com → casino.org

Acquisition into AI capability · Legend · 2025–present

Acquired for the traffic, kept for the team: +20% organic to Casino.org, and a ~20-person unit that is now the group's AI innovation hub.

Build from zero

time2play.com

Zero to a €35M exit · KaFe Rocks (later Time2play Media) · 2021–2022

Built from a blank page to the group flagship in 18 months, 0 → 50+ people, central to the €35M sale to GiG.

HOW I LEAD

- A founder's ownership, without the title.
- The business as one system, not a set of functions.
- The leadership team right first; fast on reversible decisions.
- Straight with whoever I report to: options and a recommendation, bad news faster than good.

OUTLOOK: WHERE IGAMING AFFILIATE MEDIA IS GOING

AI has made content volume, market coverage and speed free for everyone. What search rewards has not changed; what you can still defend has.

The affiliates still here in five years will have trust and brand built into real assets, direct returning traffic, a product people actually use, and a name LLMs cite. My job is to win today's algorithm and spend the return on those.

NO LONGER A MOAT

Content-scale
Market-coverage
Speed-of-output

STILL A MOAT

Authority and trust
A product people come back to
A brand searched by name

BACKGROUND Business & Corporate Communications, University of Southern Denmark (2013–2016) · Law, University of Copenhagen (2010–2013) · Fluent in English, Danish, German · Manager of the Year, iGaming IDOL 2023

FOR BOARDS, FOUNDERS AND SEARCH COMMITTEES

I've run the turnaround, the integration, and the build from zero. I'm ready for the whole company.

Full case studies, leadership principles and outlook at alexanderkorsager.com