

Michael Tidebäck

Business Operations Leader | Strategy & Corporate Development

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SUMMARY

Operations and corporate-development leader who builds operating functions from zero. Created a 1,350-visa operation for a \$70M+ international esports event in 14 days; coordinated a \$505M Nasdaq Global Market IPO and investor relations; drove a ~\$75M cross-border merger and its integration. Finance-trained, AI-native, and comfortable owning P&L, M&A and partnerships end to end across Europe and Asia.

PROFESSIONAL EXPERIENCE

IndexMatch AB [independent operations consulting]

Stockholm, Sweden

Founder & Principal

May 2026 – present

- Established ESL Faceit Group's visa coordination operation for the Esports World Cup - the world's largest competitive-gaming event (**\$70M+ prize pool**) - from nothing, after the event relocated to Paris on short notice in a project coordinated at the highest levels of the French government
- Built the single source-of-truth data model and tracking system that all stakeholders worked from; automated the application, email and onboarding workflows with AI, and ran a coordination team across three time zones on a 24-hour cycle, all in **14 days** from a standing start
- Delivered roughly **1,350 visas with only 7 refusals** over a 4-month period, each a multi-step process (online application, in-person consulate appointment, biometrics, country-specific rules)

Ninjas in Pyjamas Group [gaming & entertainment]

Stockholm, Sweden

VP Operations

Aug 2023 – Sep 2026

- Owned business operations reporting directly to the CEO: a \$3M+ annual P&L, running a **15-person team** plus company-wide operational, financial, PR and compliance workstreams
- Coordinated company's Nasdaq Global Market IPO (**\$505M valuation**): due diligence, investor materials, PR, EU/China cross-border collaboration and compliance
- Drove post-merger integration of EU and China operations (touching 50+ people) as sole cross-border POC
- Led 8-month Esports World Cup campaign (**\$450K revenue**) as project lead and sole external point of contact; directed production of livestream shows, in-person events and video campaigns

Director, Corporate Development

May 2020 – Aug 2023

- Executed 2-year cross-border merger with ESV5 (Chinese gaming conglomerate; **~\$75M combined revenue**): financial modeling, on-site DD across China, counterparty coordination & negotiations
- Negotiated franchise participation and partnership terms with major publishers (e.g. **Epic Games, Ubisoft**) and tournament operators (e.g. **ESL, BLAST**), defending competitive positioning during industry consolidation
- Owned delivery of partnership obligations; translated contractual requirements into delivery briefs for marketing team and managed outcomes toward ecosystem partners, accountable for positive-ROI execution

Head of Partnerships

Jun 2018 – May 2020

- Employee #4: negotiated and managed partnership agreements worth **\$3M/year** (brands include Betway, Netgear, Razer and Samsung) and ensured successful implementations, activations and mutual value creation
- Developed and owned relationships with NIP's strategic partners and sponsors across the esports ecosystem

Seventy Agency [brand & strategy consulting]

Shanghai, China / Stockholm, Sweden

Strategist

May 2016 – Dec 2017

- Developed social media strategy for the regional arm of a large tech company, increasing average engagement from **0.1% to 4%**
- Worked within a large Swedish telecommunications company to ideate and produce the pitch for a new, complex product aimed at global OEMs
- Managed production and launch of revamped digital touchpoints for Swedish health services firm

OnePlus Global [smartphones]

Shenzhen, China

Head of Community, Expansion & Global Business Development Manager

Jun 2014 – May 2016

- Employee #10: responsible for SEA & EMEA expansions and global business development
 - Built and managed **6-person Southeast Asia team**, establishing regional operational capabilities from ground up
 - Exceeded sales targets by 45% launching OnePlus in Malaysia and Indonesia through local carrier and e-commerce partnerships
 - Negotiated first service center partnerships, implementing processes that reduced average repair times by 50%
- Managed forums and Reddit presence, offline events and partnerships; OnePlus's most effective marketing channel
 - Successfully integrated fan feedback into the product development process, resulting in the record-breaking OnePlus 3
 - Focused company efforts towards the development community resulting in OnePlus devices being the most well-supported smartphones; **recruited the top independent ROM team** as in-house developers to decrease reliance on software partners

Round One Corporate Finance [CF consulting]

Stockholm, Sweden

Consultant

Jan 2012 – May 2014

- Created business plan and IM for IT startup seeking venture capital; company secured \$6m series A funding at 1m users and subsequently sold to Spotify
- Refocused **Mediapilot AB's** core business from manual to algorithm-driven news analysis via business plan and workshops

Nomura International plc [investment banking]

London, UK

Analyst, Equity Capital Markets

2012

Summer analyst, M&A

2011

- Compiled research and built valuation materials for est. **€250m stake sale pitch** to Nordic sponsor clients
- Created investment memorandum and teaser for est. \$200m sell-side "bad bank" FIG privatization transaction, coordinating with 20+ potential buyers
- Researched target history, ownership structure and financial performance for buy-side pitch to a multinational industrial

LEADERSHIP

- Project manager, **Pimp my Grades**: coached children ages 12-15 in underprivileged suburbs for two years; awarded "Project of the Year" by corporate sponsors
- Co-founder, **York Finance & Investment Society**: organized seminars and stock picking competitions
- Head of Technology, **SSE Investment Society (Börsummet)**: partnered with Bloomberg for BAT training of students and stock picking competitions
- Built and moderated the economics and careers sections of Sweden's largest internet forum (1m+ users)

EDUCATION

Stockholm School of Economics

Stockholm, Sweden

Master of Science in Finance and Accounting

2013 – 2014

Bachelor of Science in Business and Economics

2009 – 2012

- **Combined GPA**: 3.7

SKILLS, ACTIVITIES & INTERESTS

Qualifications: FSA approved (Securities, Regulations CISI); scored in the 99th percentile on the Swedish SAT

Languages: Fluent in Swedish, English; Conversational Proficiency in German, Czech; Basic Mandarin

Technical Skills: Advanced Excel/VBA; Alteryx; Tableau; LLM/AI tools (Claude, Cursor); Linux systems, LaTeX

Interests: Drums (played terribly in front of 500 people!); esports & gaming; new technology (smartphones, AI tooling, IoT); economics; DJing; snowboarding