

## Chief Operating Officer, Marketing Division

Full-time, On-site **Reports to:** CEO

### About the Role

---

Our client needs a Chief Operating Officer for its high-growth marketing division.

They are a global gaming and digital entertainment company, and its marketing division delivers a full suite of performance marketing services to internal brands and external clients across the US, LATAM, and Europe.

This is a senior leadership role for a decisive, performance-focused executive who owns both operational and commercial outcomes across internal brands and external client portfolio. They sell marketing services to clients worldwide, and are looking for a leader who can drive this business: set direction, build the operational engine, win new business, & be accountable for the division's growth, profitability, and results.

### Key Responsibilities

---

- Own and drive the division's day-to-day operations and commercial outcomes: revenue, profitability, and client growth
- Lead and coordinate the full-service portfolio: Media Buying, Organic Growth (SEO, ASO & AI Search), Affiliate Marketing, Social Media Marketing, Brand & Creative Strategy, CRO & Revenue Optimization, Influencer Marketing, and Reputation Management-into a cohesive, high-performing operation
- Own new business and client growth driving pipeline, pitching, and expanding the external client portfolio
- Manage relationships across the full ecosystem: clients, strategic partners, and contractors, ensuring alignment, quality, and delivery
- Scale service delivery across global markets—the US, LATAM, and Europe—accounting for regional nuance, regulation, and client needs
- Set clear targets, deadlines, and accountability across all teams, and challenge underperformance directly
- Drive AI and automation across campaign management, reporting, content production, and operational workflows to build a durable competitive edge
- Own marketing and commercial performance, turning data into decisive action and reallocating resources toward the strongest-performing services, channels, and clients
- Deliver against core iGaming KPIs—ROAS, CPA, CAC, FTD, player LTV, conversion, and retention
- Raise the standard of strategy, creative output, campaign execution, and client delivery
- Lead senior client and partner relationships and present clear, confident recommendations at the executive level

### Qualifications

---

- Proven experience running and scaling a performance or digital marketing agency, with full P&L accountability
- Demonstrated ownership of commercial outcomes—revenue, profitability, and client growth
- Track record of winning new business and expanding client portfolios
- 10 -12+ years in operations, growth, or marketing leadership, including senior executive roles
- Experience managing global client delivery across multiple regions (US, LATAM, Europe preferred)
- Proven experience leading multidisciplinary teams and managing contractors and external partners
- Broad expertise across the division's service lines—media buying, organic growth, affiliate, social, creative and brand, CRO, influencer, and reputation management
- Experience implementing AI, automation, and data-driven processes at scale
- Strong leadership, analytical, presentation, and decision-making skills
- iGaming, online casino, sportsbook, social gaming, or digital entertainment experience