

iGaming Observer

Personal Brand Rankings

BETA · SEPTEMBER 2026

Three views of individual visibility inside the professional iGaming ecosystem. For founders, investors, and marketing, PR & SMM professionals looking for the right voices to work with.

01

Overall Personal Brand

Cross-channel B2B visibility

02

LinkedIn Historical Power

Accumulated LinkedIn strength

03

LinkedIn 2026 Performance

2026 YTD activity only

Presented by Dima Dimants, Owner of iGaming Content Services

01 Overall Personal Brand Index

ELIGIBILITY NOTE

Some prominent business figures are excluded where ownership, wealth or company scale overwhelms personal-brand activity and makes direct comparison unreliable.

SCOPE

Cross-channel B2B visibility: LinkedIn, independent media, podcasts, owned communities, conferences, discoverability and employer independence.

WEIGHTS

Audience/reach 20% · Recognisability 15% · Content originality 15% · Independent media 15% · Owned media/community 10% · Conferences 10% · Discoverability 5% · Cross-channel 5% · Employer independence 5%

Overall Personal Brand

#1-25

1	Pierre Lindh	9.34	14	Shahar Attias	8.56
2	Eman Pulis	9.17	15	Adar Ziv	8.54
3	John Wright	9.04	16	Becky Liggero Fontana	8.53
4	Alexandre Tomic	8.96	17	Levon Nikoghosyan	8.50
5	Glenn Debattista	8.87	18	Henk Wolff	8.47
6	Stephen Crystal	8.82	19	Alex Hermann	8.42
7	Rasmus Sojmark	8.80	20	Mike Waizman	8.39
8	Michael Schmitt	8.77	21	Duncan Garvie	8.34
9	Dmitry Belianin	8.72	22	Simon Westbury	8.33
10	Narcis Gavrilesco	8.69	23	Yevhen Krazhan	8.30
11	Surya Palli	8.68	24	Ivana Flynn	8.29
12	Gali Hartuv	8.66	25	Rory Niblock-Stuart	8.27
13	Mihail Criclevit	8.61			

Overall Personal Brand

#26–50

26	Alina Famenok	8.24	39	Simon Hammon	8.00
27	Mikael Jamsanen	8.21	40	Phil Pearson	7.98
28	Moshe Adir	8.20	41	Arturs Zagurilo	7.97
29	Zoltán Tündik	8.18	42	Karolina Pelc	7.96
30	Leo Judkins	8.16	43	Catie Di Stefano	7.96
31	Ashley Wood	8.13	44	Martin Lycka	7.95
32	Andrew Vilks	8.12	45	Eugene Camilleri	7.94
33	Dima Dimants	8.06	46	Christian Hodges	7.93
34	Marija Hammon	8.04	47	Paul Puolakka	7.91
35	Michael Caselli	8.04	48	Nadiya Attard	7.87
36	Maksim Afanasev	8.03	49	Elazar Gilad	7.86
37	Faruk Aydin	8.02	50	Sharon McFarlane	7.84
38	Jesper Søgaard	8.01			

02

LinkedIn Historical Power

Accumulated LinkedIn strength: audience, historical publishing depth, originality, engagement and iGaming relevance.

WEIGHTS

Relevant audience size 30% · Posting consistency 20% · Originality 20% ·
Engagement quality 15% · iGaming concentration 10% · Employer independence 5%

LinkedIn Historical Power

#1–25

1	Eman Pulis	9.24	14	Narcis Gavrilesco	8.72
2	John Wright	9.18	15	Becky Liggero Fontana	8.71
3	Glenn Debattista	9.10	16	Levon Nikoghosyan	8.69
4	Mike Waizman	9.04	17	Mihail Criclevit	8.66
5	Henk Wolff	8.99	18	Mikael Jamsanen	8.64
6	Michael Schmitt*	8.95	19	Adar Ziv*	8.60
7	Alex Hermann	8.91	20	Surya Palli	8.59
8	Gali Hartuv	8.88	21	Dima Dimants	8.57
9	Stephen Crystal	8.85	22	Ashley Wood	8.54
10	Dmitry Belianin	8.84	23	Alexandre Tomic	8.51
11	Shahar Attias	8.78	24	Duncan Garvie	8.50
12	Lars Kollind	8.76	25	Elazar Gilad	8.47
13	Pierre Lindh	8.73			

*Profile not available

LinkedIn Historical Power

#26–50

26	Paul Puolakka	8.45	39	Tereza Melicharkova	8.23
27	Phil Pearson	8.44	40	Marija Hammon	8.22
28	Zoltán Túndik	8.42	41	Leo Judkins	8.20
29	Maksim Afanasev	8.41	42	Danny Carrington	8.17
30	Ivana Flynn	8.41	43	Catie Di Stefano	8.16
31	Eugene Camilleri	8.39	44	Christian Hodges	8.15
32	Arturs Zagurilo	8.37	45	Simon Westbury	8.14
33	Andrew Vilks	8.36	46	Yevhen Krazhan	8.11
34	Rory Niblock-Stuart	8.35	47	Toby Oddy	8.10
35	Tom Galanis	8.34	48	Karolina Pelc	8.07
36	Alina Famenok	8.31	49	Faruk Aydin	8.05
37	Pavlo Krombet	8.29	50	Ray Freilibs	7.99
38	Christian Heins	8.26			

03

LinkedIn 2026 Performance

2026 YTD activity only. Raw follower count = 0%. Pre-2026 content = 0% in activity variables.

WEIGHTS

Originality 20% · Relevant iGaming B2B audience 20% · iGaming concentration 20% · Engagement/reach 15% · Consistency 10% · Person vs employer visibility 10% · 2026 momentum 5% · Raw followers 0%

LinkedIn Performance Index

#1-25

1	Alex Hermann	9.24	14	Ray Freilibs	8.61
2	Henk Wolff	9.17	15	Glenn Debattista	8.57
3	Mike Waizman	9.10	16	Gali Hartuv	8.52
4	Eugene Camilleri	9.04	17	Adar Ziv*	8.48
5	Dima Dimants	8.98	18	Maksim Afanasev	8.45
6	Arturs Zagurilo	8.93	19	Christian Hodges	8.42
7	Pavlo Krombet	8.89	20	Marija Hammon	8.41
8	John Wright	8.84	21	Paul Puolakka	8.40
9	Narcis Gavrilesco	8.80	22	Den Kalatsov (Baker)	8.39
10	Shahar Attias	8.74	23	Andrew Vilks	8.35
11	Dmitry Belianin	8.71	24	Catie Di Stefano	8.33
12	Mihail Criclevit	8.68	25	Mykhailo Kostin	8.30
13	Surya Palli	8.66			

*Profile not available

ON OBJECTIVITY

Most “top voices” and “industry leader” rankings in iGaming are difficult to evaluate objectively. Methodologies are often unclear, commercial relationships may influence visibility, and unfamiliar names appear without explanation. This ranking works differently: results are not manually adjusted, even when they differ from our expectations.

The ranking covers professionals whose public industry activity provides enough observable data for assessment.

The order can reasonably be challenged. Professionals who provide iGaming B2B LinkedIn services or position themselves as LinkedIn experts may rank higher than their broader industry influence suggests. They remain included because the model measures observable personal-brand performance without manually correcting inconvenient results.

Some professionals have used different first names or professional identities in media over time. The scoring model accounts for known variations, while the published rankings use each person’s current professional name.

Scores combine observable indicators with structured qualitative assessment. Decimals order candidates rather than imply statistical precision. The publisher is included where eligible and assessed using the same methodology as other candidates.

LIMITATIONS OF THE MODEL

Beyond the fact that this measures personal brand rather than business success, any tie to a corporate brand affects the final score.

1 **Organic over paid**

The scoring model favours organic activity over paid promotion. Paid reach may therefore produce a lower score than visible audience size suggests.

2 **Personal brand, not business success**

Some prominent business figures are not ranked where ownership, wealth or company scale overwhelms personal-brand activity. The purpose is to measure personal-brand impact, not overall business influence or success.

3 **English-language focus**

The model operates within English-speaking iGaming. Personal brands centred on the US, LatAm or non-English markets may therefore be more prominent than shown.

4 **Relevance & commitment weighting**

The model weights current relevance and ongoing commitment, so historically prominent or familiar names may not appear in every ranking.

SCOPE & DEFINITIONS

iGaming

This ranking works from a defined idea of what iGaming actually is, which is debatable. E.g. Russophone iGaming communities carry their own stars who may not appear here, simply because they operate in a different media ecosystem. Likewise, professionals whose work sits in eGaming, gambling, or prediction markets – and who describe themselves using that terminology rather than “iGaming” – have little chance of ranking here, regardless of their standing in those adjacent worlds.

For the purposes of this ranking, iGaming is treated as a reasonably distinct professional media ecosystem. The term itself, and the LinkedIn and media community built around it, nevertheless have recognisable boundaries. This ranking sits inside those boundaries.

WHAT COUNTS AS A CHANNEL

A B2B personal brand channel is any public, attributable space where an individual – not their employer – builds and sustains audience attention within iGaming. In 2026 that means LinkedIn (posts, articles, video), independent iGaming media appearances, conference stages and moderated sessions, podcasts, and owned newsletters or blogs – plus, to a lesser extent, X/Twitter and YouTube where iGaming-specific audiences remain active. Company blogs, press releases and paid ads don't count – the channel has to carry the person, not the brand.

ON COMMUNITIES

Personal brand increasingly lives inside communities as much as on public feeds – private Slack and WhatsApp groups, closed LinkedIn communities, Discord servers, invite-only conference circles. Influence built purely inside these closed spaces is real, but it's largely invisible to an outside, repeatable methodology. This model can only measure what's publicly observable, so community-only reputations are likely underrepresented here.

About

IGAMING OBSERVER

A new iGaming B2B project taking shape during 2026-2027 – not a news site, not a community, but a central point for a different perspective on the industry, from within it. This report is a beta edition, to be finalized at the end of 2026 and released annually from 2027 onward. Stay tuned.

IGAMING CONTENT SERVICES

Founded in 2016, iGaming Content Services (IGC) is a specialist content and SEO agency built exclusively for iGaming – over 40 million human words produced for operators, suppliers and affiliates going international, always with native writers.

IGC was in the off-page SEO and link-building game before the marketplace craze, and has stuck to proper, manual, relationship-led work throughout. Based in Marbella and Malta, with 10 full-time employees.

DIMA DIMANTS

Founder and owner of iGaming Content Services, and also runs iGaming.Domains. Over 20 years in the iGaming industry, and behind one of B2B iGaming's most extensive and active personal networks on LinkedIn – always focused on connecting good people, companies and ideas across the space.

Should You Be Included?

This is a beta release. To be considered, contact Dima Dimants directly by LinkedIn DM from your own verified personal account.