

## RASMUS ANKERSEN



**Expert on Talent and Performance**  
**Co-Founder and CEO Sport Republic**  
**President Göztepe Izmir**

Rasmus Ankersen is a bestselling author, entrepreneur, performance development speaker, and advisor to businesses and athletes. He is co-founder and CEO of Sport Republic, the majority shareholder of Premier League club Southampton FC and the Turkish club Göztepe. Since 2022, he has served as president of Göztepe, overseeing the club's strategic and structural management.

Previously, Rasmus Ankersen was chairman of FC Midtjylland for almost eight years and co-director of football at Brentford FC. Both clubs are considered particularly innovative organizations in professional football, known for their systematic use of data analysis as the foundation for sporting and strategic decision-making.

As an author, Ankersen explores the conditions of success and high performance. In 2012, he published *\*The Gold Mine Effect\**, in which he examined why certain regions and cultures produce a disproportionate number of top talents. In 2016, he followed up with *\*Hunger in Paradise\**, a book exploring how successful organizations can avoid becoming complacent and losing their competitive edge. The ideas developed in this work also form the basis of his lectures on the consequences of success and the preservation of performance-driven mindsets.

Rasmus Ankersen is a sought-after keynote speaker who appears around the world—both in-person and virtually—on topics of talent development and high-performance cultures. His clients include international companies from a wide range of industries, such as LEGO, Google, Boston Consulting Group, IKEA, Facebook, Hitachi, Roche, Cisco, and Ernst & Young. In his talks, he translates insights from elite sports into business and organizational contexts, helping companies apply them strategically.

**Topics (Selection):**

- How to Create Hunger in Paradise
- The Gold Mine Effect

**Publications (Selection):**

- Hunger in Paradise, 2016
- The Gold Mine Effect, 2012
- Leader DNA, 2006
- The DNA of a Winner, 2005