

SCCG Announces Partnership Extension with Golden Whale – Driving AI-Led Optimization Across iGaming Operators

The partnership extension builds on a successful collaboration focused on helping operators move beyond traditional CRM and rule-based decisioning

LAS VEGAS, NV, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- Las Vegas, NV – [SCCG Management, a leading advisory firm in the global gaming industry](#),

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Extending our partnership with SCCG is a natural next step in Golden Whale’s global growth. SCCG’s strong understanding of gaming markets and operator needs makes them an ideal partner”

Eberhard Dürschmid, CEO of Golden Whale

today announced the extension of its strategic partnership with [Golden Whale](#) Productions, a pioneering data science company delivering AI- and machine learning-driven optimization solutions purpose-built for iGaming operators and platforms.

The partnership extension builds on a successful collaboration focused on helping operators move beyond traditional CRM and rule-based decisioning by leveraging predictive machine learning to optimize player engagement, retention, monetization, and bonus efficiency. Through the continued partnership, SCCG will

support Golden Whale’s commercial expansion and strategic positioning across the Americas and other key global markets.

Golden Whale’s technology is designed to integrate seamlessly with existing gaming ecosystems—connecting directly to an operator’s existing PAM, CRM, data warehouse, and marketing tools without requiring complex system replacements. Its modular platform enables operators to deploy predictive models for churn risk, lifetime value, bonus usage, and player behavior forecasting, allowing teams to make decisions based on forward-looking intelligence, and moving iGaming systems closer to autonomous operation by Full Model Control (FMC).

At the core of Golden Whale’s offering are its Foundation optimization modules and LOOPS, an iterative machine learning system that continuously learns from player behavior and campaign outcomes. Together, these tools help operators determine who to engage, when to engage them, with what incentive, and at what level, while dynamically measuring impact against control

groups. This approach enables more efficient bonus allocation, improved retention strategies, and sustained long-term player value growth.

Founded by Stephen A. Crystal, SCCG Management brings more than 30 years of global gaming expertise and a proven track record advising companies across iGaming, casino technology, sports betting, and emerging gaming verticals. With offices and strategic partners spanning Europe, Africa, Asia, and Latin America, SCCG is well-positioned to connect advanced technology providers with operators seeking scalable, data-driven growth solutions.

Golden Whale Productions has already established a strong presence across Europe, where its AI-driven approach to predictive acquisition, personalized engagement, and incentive optimization has gained traction among operators looking to modernize retention and growth strategies without disrupting existing infrastructure.

Eberhard Dürschmid, CEO of Golden Whale, commented: "Extending our partnership with SCCG is a natural next step in Golden Whale's global growth. SCCG's strong understanding of gaming markets and operator needs makes them an ideal partner as we expand into new regions. Together, we're focused on helping operators apply AI-driven optimization and automation in practical ways, improving incentive efficiency, engagement and decision-making without overhauling existing operations."

Stephen A. Crystal, Founder and CEO of SCCG Management, added: "Golden Whale Productions brings a rare combination of deep gaming expertise and advanced data science that operators can deploy quickly and effectively. Extending this partnership reflects our confidence in their technology and our shared focus on helping operators transition from reactive decision-making to predictive, measurable optimization at scale."

The partnership extension underscores SCCG's commitment to supporting [best-in-class AI gaming technology](#) providers and reinforces Golden Whale's position as a leading AI-driven optimization partner for iGaming operators and platforms worldwide.



GOLDEN WHALE PRODUCTIONS

SCCG management

BREAKING NEWS

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<https://sccgmanagement.com>

SCCG Announces Partnership Extension with Golden Whale

About Golden Whale Productions

Golden Whale Productions is a data science and machine learning company specializing in AI-driven optimization solutions for the global iGaming industry. Golden Whale helps operators and platforms unlock the full value of their player data through predictive models that enhance retention, monetization, bonus efficiency, and long-term player value. Designed to integrate seamlessly with existing gaming ecosystems, Golden Whale's modular solutions empower operators to make smarter, forward-looking decisions without disrupting current infrastructure. [Learn More](#)

About SCCG Management

SCCG Management is a leading advisory firm in the global gaming industry, dedicated to driving strategic growth and maximizing revenue for over 120 client-partners across diverse iGaming verticals. With offices in North America, Latin America, Africa, Asia, Europe, and Brazil, our team of seasoned industry executives leverages global relationships to enhance product distribution and seize new market opportunities. With over 30 years of experience, we specialize in navigating the complexities of tribal gaming, capitalizing on emerging markets, fostering igaming innovations, managing intellectual property, facilitating mergers and acquisitions, and advancing sports wagering and entertainment ventures. [Learn More](#)

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