

GIANCARLO BERNINI

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GLOBAL SPORTS & ENTERTAINMENT EXECUTIVE

Responsible for revenue generation, developing international marketing campaigns and leading teams globally. Track record of identifying, negotiating and closing multi-million multi-year agreements across major properties. Partnership development, relationship management and execution of global marketing campaigns across major sports and entertainment IP in: Football, Tennis, Rugby, NFL, Olympic & Paralympic Games, as well as Music and Film. Commercial expertise acquired across multiple sectors as well as within rightsholder, brand and supplier sides of sports and entertainment. Multi-lingual with a wealth of international experience and a unique blend that draw from working in different areas of the sports ecosystem – brand/sponsor, rightsholder/IP owner and technology enabler.

PROFESSIONAL EXPERIENCE

DELTATRE S.p.A.

2022 – Present

Vice President Business Development

Member of senior group commercial team working across business units of Digital Experiences, Sports and Strategy & Design with a global remit.

- Responsible for new revenue generation across media sports IP owners (leagues / federations / clubs), telcos, media and entertainment platforms across the EMEA, APAC and LATAM regions.
- Delivered commercial proposals and led on commercial negotiations for 7-8 figure deals.
- Built a multi-year pipeline of new prospects and new markets across different target verticals for OTT, digital platforms, data, graphics and officiating solutions (VAR / GLT) in order to better position the organisation for revenue growth.
- Delivered and closed deals in new markets and sports as well as pooling different stakeholders across sales projects.

MIRABLAU LTD

2021 – Present

Director

Personal advisory and consultancy services. Projects include delivery of commercial advisory for international rightsholder (ASG, UK) and brand (Civitas, Spain), development of US strategy for an international marketing agency (WePlay, UK) and business development for a nascent Web3 / metaverse company (Antourage, Sweden).

WORLD WRESTLING ENTERTAINMENT (WWE INTERNATIONAL)

2016 – 2021

Senior Director Marketing & Commercial Operations, Europe & Sub-Saharan Africa

- P&L responsibility for \$80m+ revenues, leadership of teams in London and Munich as well as management of external agency resources.
- Exceeded all financial and growth targets for 5 consecutive years whilst driving alignment of marketing strategy to global WWE business and financial plans.
 - Grew revenues by 5-25% across different major European markets.
 - Generated YOY growth of 10-25% in fan acquisition and engagement metrics across main platforms in mature markets such as the UK.
 - Drove annual growth of 5-10% for brand awareness and 4x subscriber rates for WWE Network (OTT).
- Managed broadcaster relationships: Sky Sports, BT Sport, Viacom (UK), L'Équipe, (France), WB Discovery (Italy), DAZN & Pro7 (Germany) and SuperSport (South Africa) to grow viewership and drive WWE brand engagement.
- Led marketing strategy and commercial operations across business verticals: broadcast, OTT, live events, digital & social media, consumer products, e-commerce and esports to achieve commercial targets.
- Negotiated partnership sales for brand and talent endorsements - ranging from 6-7 figure deals across theatrical, entertainment, utilities, FMCG and gaming sectors.
- Implemented regional digital and social media strategy with a focus on revenue generation, monetization, and editorial content to drive fan engagement.

SONY ERICSSON / SONY MOBILE

2011 – 2016

Head of Global Sponsorship & Partnerships

- Led global sponsorship strategy across sports and entertainment and managed a team of 10 people and global network team of 50+ people.
- Led all commercial negotiations, contract evaluation and management of global sports sponsorship partnerships on deals ranging from 6-9 figures in value. Managed assets such as: FIFA, UEFA Champions League 2015-18, WTA Tour, Sony Miami Open, Maria Sharapova (+ other ambassadors), Billabong, James Bond and Sony Pictures and Sony Music as well as budget management €25m+ per annum.
- Redesigned sponsorship strategy and developed global framework to achieve alignment with business strategy as well as introducing a ROI-led approach to investments. Developed analysis and strategic recommendation for partnership portfolio to the Sony Corp. Board of Directors.
- Drove creation and development of a global consumer engagement platform with 40m+ app downloads in 3 years.
- Designed innovative 18-month marketing plan around FIFA World Cup 2014 that was activated in 65 countries.
- Executive producer of innovative digital and video content to drive consumer engagement through brand partnerships – including first ever YouTube tennis show around the WTA with over 75 episodes.
- Extensive project management around sports - led planning and execution of major event activations and global hospitality programmes around assets hosting 300+ (Sony Open) to over 5,000 (Brazil FWC 2014) guests.

VISA**2009 – 2011****Marketing Planning Director – Italy + Growth & Emerging Markets (Milan, Italy)**

- Managed € 2.5m marketing and communications budget and strategic agenda for Visa in Italy and Growth & Emerging Markets (GEMs – 17 markets) with oversight of European product marketing, sector, brand and segmentation strategies.
- Managed and chaired working groups, delivered agency briefings, PR and advertising plans to support national campaigns, new product launches and segmentation initiatives.
- Created strategic national and member bank marketing plans and led co-ordination of resources for the delivery of country marketing activity as well as sales and business development strategy.
- Responsible for identifying and negotiating local marketing and sponsorship opportunities and partnerships.
- Led the assessment of measures and metrics for all marketing activity in Italy and GEMs (brand equity, image, campaigns, and promotions as well as market insights).

Senior Partnership Marketing & Sponsorship Manager (London, UK)**2006-2009**

- Managed Visa International's marketing plans as well as innovative local marketing platforms across 20 European markets for properties such as RWC France 2007, Olympic Games & Paralympic Games - Beijing 2008 and Vancouver 2010 and FIFA World Cup South Africa 2010, NFL, Disney & AEG.
- Achieved 20% uplift in sponsorship property usage by Visa members across Europe through selling of package propositions to grow revenue and provided personalised marketing consultancy for key banks.
- Developed and delivered strategic marketing plans to regional national marketing boards and ExCo's across Europe, including the partnership marketing plan for the largest new business deal in the history of Visa Europe (HSBC Debit Card portfolio – 15m cardholders).
- Devised innovative bespoke online marcomms and CSR strategies as well marketing collateral for sponsorship assets for multiple markets and across 4,500 member banks in Europe.
- Managed appearances and events for Visa sponsored athletes and sports ambassadors including RWC '07 Legends & Team Visa Olympic & Paralympic athletes.
- Development of thorough ROI models to measure the effectiveness of sponsorship contribution to overall business goals and brand equity.

Olympic Games Project Manager (Torino, Italy)**2005-2006**

- Established and led all on-the-ground marketing operations relating to Visa Olympic sponsorship at the Torino 2006 Winter Olympic & Paralympic Games: onsite presence, POS, sponsor showcasing and co-sponsor events.
- Developed and managed key relationships with IOC, OCOG, Sanpaolo IMI (local bank sponsor) and TOP sponsors (Coca Cola, Lenovo, Panasonic & GE).
- Negotiated and procured all Visa operations, venues, staffing and logistics within budget.

TRAVELEX MONEY TRANSFER**2003 – 2005****International Business Development Manager**

- Established new global money transfer service for the world's largest foreign exchange company and increased global network from 31 markets to over 90 in 18 months by leading business development & end-to-end sales processes.
- Successfully devised and implemented migration plan to move a USD \$25 million business from New Zealand to the UK on schedule and on budget.
- Developed marketing initiatives in European markets to drive business into Latin America, Africa and Asia and achieved double-digit transaction growth as well as delivery of new product launches.
- Business proposal and marketing plan development for key retail bank prospects and managed business development with regional teams across Europe, Asia, and the Americas.

MONEYGRAM INTERNATIONAL LTD**2000 – 2003****Sales, Operations and Business Development Manager**

- Managed international sales strategy and relationship management for clients such as American Express, Wal-Mart as well as several European banking and postal institutions.
- Trouble-shooter for senior management in resolving business issues across European markets which led to revenue recovery of over \$250,000.
- Implemented operational and sales processes for the two largest new business deals in the history of the organisation: Poste Italiane (Italy) and GWK Bank (Netherlands).
- Country management and short-term supervision of African and European sub-regions.

EDUCATION AND QUALIFICATIONS

Executive MBA - London Business School, UK, 2009

Masters Global Sports Management & Legal Skills – ISDE, Spain, 2021

BA First Class Honours - Modern Languages - University of Westminster, UK, 1999

Business of Entertainment, Media & Sports (BEMS) – Harvard Business School, USA, 2022

LANGUAGES: **Trilingual:** English, Italian & Spanish **Fluent:** French **Basic** Portuguese