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Football Event Operations & Workforce Training Lead

Senior leader in stadium operations and spectator services with 15+ years delivering match-day excellence for UEFA tournaments, Olympic Games and major Qatar football events. Convert on-the-ground know-how into scalable training pathways and immersive tabletop simulations for permanent and temporary venues. Blend digital learning and data analytics to uphold service, regulatory and technology standards; framework adopted to mobilise 140 000 stewards and volunteers across multiple tournaments.

Core Expertise

Stadium Operations & Spectator Services
Crowd Management & Safety Liaison

Workforce Training Pathways & Operational Methodology
Transfer
E-learning Design (Articulate 360 • MS Teams • Power BI)

Selected Football & Mega-Sport Event Experience

UEFA EURO 2020 – Venue Operations Training Specialist (2019 – 2021) (freelance 2022)

- Designed blended training for 40 000 stewards & 100 000 volunteers across 11 venues.
- Localised 30 micro-learning modules into 12 languages and hosted live webinars.
- Drove measurable improvements in spectator ingress speed and seating accuracy by optimising steward deployment and using real-time crowd-flow monitoring.
- Delivered rapid-response safety briefing aligning Covid-19 rules with existing entry standards—completed by 100 000+ staff & volunteers.
- Facilitated venue team tabletop simulations in Glasgow, Rome and Copenhagen. Contributed to the development of venue-management tools, integrating operational team needs and road-testing them at UEFA club finals.

UEFA EURO 2020 – Rome Matches – Venue Operations Deputy Match Manager (Jun–Jul 2021)

- Served as second-in-command to the UEFA Match Manager for the tournament opener (ITA v TUR) and three subsequent matches at Stadio Olimpico, guaranteeing end-to-end operational readiness.
- Coordinated five functional areas—security, spectator services, ticketing, broadcast & VAR—while liaising with UEFA, FIGC, clubs, VAR provider, stadium owner and local authorities on crowd-management measures and post-match reporting.

Milano-Cortina 2026 Winter & Paralympic Games — Head of People Journey & Training and PMO (2023 – present)

- Leading end-to-end training pathway for 25 000 volunteers, from generic orientation to role-specific modules across all functional areas of venue operations.
- Planning and delivering venue-specific training sessions and coordinating the development of Olympic & Paralympic workforce policies and procedures; overseeing integration with credentialing systems.

AFC Asian Cup Qatar 2011 – Event Services Cluster Manager

- Oversaw venue operations across five football stadiums in Doha, supervising 18 managers & 1 200 volunteers and delivering last-mile readiness briefings to ensure operational readiness and service excellence for 32 AFC Asian Cup matches.

Arab Games Doha 2011 – Event Services Cluster Manager

- Planned and managed on-site spectator-services operations during match days across 14 multisport venues and ran competency-based training for event staff and hundreds of volunteers.

London 2012 Olympics – Wembley Stadium – Event Services Venue Manager

- Led the event-services team at Wembley Stadium (90 000 capacity) for Olympic football matches, integrating volunteer workforce with stadium stewarding teams and mediating with the stadium owner to ensure seamless spectator experience and smooth crowd flow.

Additional Sporting Roles

Spectator Services Venue Manager, Turin 2006 Winter Olympic Games, Turin, Italy

Spectator Services Venue Manager, Doha Asian Games 2006, Doha, Qatar

Event Services Specialist, World Youth Day Sydney 2008, Sydney, Australia

Guest Services/Front of House Operations, Olympic Games Sochi, CoSport & Jet Sport Hospitality 2014

VIP Hospitality Programme Ticket Manager, Glasgow 2014 Commonwealth Games, iLUKA

Sponsor Area Manager, Casa Italia CONI, Winter Olympic Games Vancouver 2010

Education & Certification

M.A. Contemporary History, University of Genoa, 2002

B.A. (Hons.) Humanities & History, University of Deusto, Bilbao, 1999

FIGC – Certificate in Football Performance & Leadership, 2024, Coverciano (Florence, Italy)

SGSA Stadium Safety Fundamentals, 2025 (expected)

UEFA Master Facilitator Programme, Nyon/Geneva, 2019

Technology & Languages

Tools: Articulate 360 • MS Project • Smartsheet • MS Teams • Power BI

Languages: Italian (native) | English (C2) | Spanish (C1)