

+20yr C-level Executive in **Sport-Media-Entertainment-Tech** | Strategy, DTC B2B2C B2B, Growth, Engagement, Streaming, OTT, Operations, Media Rights, Biz Dev, Partnership, Innovation, Digital Transformation, Data

**CEO | MANAGING DIRECTOR | Chief Revenue Commercial Business DTC Officer | EVP SVP | Board Member**

### SUMMARY

- Extensive experience in developing DTC B2B commercial and strategic plans, leading multi-functional teams and overseeing all business aspects;
- Ability to identify growth opportunities, market trends and innovative solutions to drive the company towards revenues and efficiency;
- Ability to identify, attract and inspire the best talents, creating a positive, challenging, exciting and collaborative work environment.

- 360° management of the execution of the **M&A operations (DAZN GROUP vs ELEVEN SPORTS GROUP)**: operational/strategic/economic/financial/P&L analysis, negotiation, closing and delivery of the integration;
- Full **P&L RESPONSIBILITY and ownership of business objectives**, both in complex and established companies as well as fast-growing environments;
- Direct oversight of **MULTIPLE DEPARTMENTS and AREAS of responsibility**: new business & business development, partnership, sales, operations, content, marketing, finance, stakeholders relationship, PR;
- **Business and financial DATA ANALYSIS** to think and execute mid-long-term strategy and take key decisions;
- **C-level experience** in in **DTC for CB acquisition, retention, engagement** via multiple business models and **B2B/B2B2C** for business development, partnership strategy and management, rights evaluation and sales/acquisition, marketing, digital and stakeholders engagement, and;
- Solid background and **proven track record as a RESULT-ORIENTED** professional for STRATEGY, EXECUTION and MEASUREMENT of each task/project/employee;
- Know-how to help Companies and Brands **engaging with their Audience**, expanding in new markets and industries, find new clients, generate new revenues, optimize efficiency and establish itself as a **market leader**;
- **NETWORK and relationships** with C-level and decision makers at national & international Brands, Companies, Media, Tech Providers, Rights Holders, Clubs, Leagues, Federations, Institutions, Sport & Media Agencies;
- **Ability to HIRE, MOTIVATE, INSPIRE and LEAD** multi-functional TEAMS to successfully achieve targets with collab approach, strong leadership, problem-solving and negotiation skills as well as decision-making abilities.

### AREAS OF EXPERTISE: STRATEGY - BIZ DEV - GROWTH - MONETIZATION - DIGITAL – OPERATIONS – NEGOTIATION

#### ASSET ACQUISITION/MANAGEMENT

- Market potential research & analysis
- Rights Sales & Acquisition process, packaging, tender, negotiation
- Strategic planning and opportunities evaluation
- Contract and assets negotiation for pay/free, excl / non-exclusive, domestic/intl, ...

#### MARKETING & GROWTH STRATEGY

- CB management & analysis
- Digital paid media investment to acquire/engage CB
- Brand positioning and NPS evaluation
- PR and media relationship
- Influencer and communities management

#### CONTENT & PROGRAMMING

- Live and VOD content evaluation, programming, production, distribution, measurement
- Operations, management, partners engagement, purchasing, RFP process
- Editorial/talent network
- Branded content and editorial approach

#### NEW BUSINESS DEVELOPMENT

- Identify, implement and deliver commercial plans to increase revenues via strategic partnerships, innovative tools and commercial solutions B2B B2B2C:
- Map business potential, create relationship and finalize sales deals

#### PARTNERSHIP STRATEGY/EXECUTION

- Partners, Sponsors, Brands, Media, TV, OEMs, CTV, OTT, Telco, Gaming, Utilities, Retailers, affiliations, publishers, distribution
- Sports federations, Leagues, Clubs, Associations
- Strategy, execution, measurement
- Sport and media agencies collaboration, local and intl

#### DATA & ANALYTIC APPROACH

- Business & financial data analysis for P&L and strategic/BAU decision
- Market research/insights to drive tactical and strategic plans;
- Weekly monthly yearly reporting to Group CEO/Board for Business Reviews, Strategic plans, BDG and REF

## EXPERIENCES

### ABILITYA TECH

PARTNER & ADVISOR / BOARD MEMBER

jun 24-present

- **Advisor to Board, Founders and Investors / Focus on GTM strategy, Biz Dev and Partnership**
- Leading Tech Company and Software House providing innovative solutions to sport-media-entertainment;
- Leveraging on visionary approach to 1st party Data, drive pioneering and scalable solutions and empower communities through phygital innovation for enhanced engagement and revenue generation with DTC and B2B models

### WOLICO

PARTNER & STRATEGIC BUSINESS ADVISOR

jun 24-present

- **Advisor to CEO - Founders / Focus on GTM strategy, Investor on-boarding, Business development;**
- Empower organizations to manage AI across public and private networks. Focus on sport media health

### NEO STUDIOS

BUSINESS DEVELOPMENT ADVISOR

jun 24-present

- **Advisor to CEO and Business-Content teams / Focus on business development for Italy;**
- Developing creative and business project with Rights Holders, Streaming Platforms and production companies.

### DAZN GROUP - ELEVEN SPORTS

ELEVEN GROUP CEO ITALY / BOARD MEMBER / LEADERSHIP GLOBAL TEAM MEMBER / DTC GLOBAL LEAD

dec 20-may 24

- **Full P&L responsibility / managing +100 staff / +20 partners / 7 markets Subscription focus;**
- **DELIVER A NEW PROPOSITION:** Strategy for brand, PR, digital, acquisition, social media; new commercial strategy with app and content distribution – CB growth +50% o.w. 60% Season 40% Monthly; D2C +100%; B2B + 500%;
- **ON-BOARD NEW CONTENT:** New sports beyond football including basket, volley, rugby, golf, sailing, fighting, longtail; new On-Demand proposition; +3,5k live events, +70 journalists; +10 disciplines;
- **LAUNCH A NEW APP/PLATFORM:** Creating a specific product roadmap in order to reach business targets; supporting other territories & businesses within the group – working with HQ tech team and local production companies;
- **CREATE A NEW TEAM:** Dedicated and renewed structure across key functions, Interact with Aser Ventures companies to leverage on different businesses and scale-up opportunities.

### ASER VENTURES

GROUP CHIEF REVENUE OFFICER ITALY

dec 20-may 24

- **Responsible for revenue growth, innovation, new business opportunities scouting, strategic partnership development, collab and efficiency across portfolio's companies;**
- Sponsorship projects for LUFC, distribution deals for NEO STUDIOS, NFTs project for football/basket partners, engagement App distribution, relationship building for TEAM WHISTLE proposition with SERIE A.

### DAZN GROUP

VICE PRESIDENT COMMERCIAL & PARTNERSHIP ITALY / LEADERSHIP TEAM MEMBER

jun 18-jul 20

- **P&L responsibility / Managing deals +250 ml € revenues, +35ml € partnership budget; 20 pax team;**
- Lead Commercial and Partnership Teams with focus on Revenues, Partnership and Business Development through strategic deals, in order to distribute and monetize the sport content, supporting the product vision and roadmap on 360° approach, focusing on acquisition-engagement-prevention-retention of the overall CB;
- Deal with TIM, VODAFONE, FASTWEB, WIND, SKY, EUROSPORT, REDBULLTV, EPAY, APPLE, AMAZON, GOOGLE, PS4, X-BOX, SAMSUNG, LG, SONY, HUAWEI, GAZZETTA, RAI, MEDIASET, SERIE A, B, INTL RIGHTS HOLDERS;
- DAZN BEST business region (+40% B2B B2B2C CB).

### ITALIAN FOOTBALL LEAGUE - LNBP

CHIEF COMMERCIAL, MEDIA, MARKETING & DIGITAL OFFICER

jun 13-may 18

- **P&L responsibility for all Revenues / Managing deals +100 ml € revenues; 10 pax central team + 22 local teams; +400% commercial revenues; +300% media rights revenues;**
- Lead Media, Commercial, Digital and Marketing Teams in order to maximize commercial revenues, brand appeal and marketing strategy across all projects and territories via innovative "Centralized Partnership & Marketing Platform".

### F.C. INTER

GLOBAL COMMERCIAL & MARKETING DIRECTOR / BRAND & BUSINESS DEVELOPMENT

mar 01-may 13

- **P&L responsibility for commercial and marketing streams / Managing deals +35 ml € revenues; 10-20 pax team; new revenues stream generation from scratch;**
- 30 ml € partnership sold/under management; new e-commerce + 450% revenues; +60% licensing revenues; 5 ml/yr € hospitality revenues;
- In charge of all Revenue-Generation and Brand-Building activities at global level;
- In charge of Asia/China/EMEA expansion plan, reached Club #1 in Asia 2008-09-10; Club's Centenary celebration (2008)

**NOLAN GROUP @MOTOGP - SUPERBIKE**  
**SPONSORSHIP & MARKETING MANAGER**

*jan 97-feb 01*

- **Lead the newly created Racing Department for MotoGP & Superbike competitions for Sponsorship and Marketing;**
- Sponsorship, PR, hospitality, business relationship with DORNA, media, teams and riders.



**EDUCATION & INFO**

- Degree in Law with a specialization in European Community Law @Università Statale di Milano (2000) "Bosman ruling";
- Italian mother language / English fluent / Spanish school;
- Semi-professional in Water-polo, passion for Winter Sports, Snowboarding, Surfing, action-sport, traveling;
- Great team worker and people management; capable of leading and inspiring colleagues, reaching targets on deadlines and performing under pressure;
- Dynamic/curious character with ability of taking own initiative; self starter; open to move abroad.