

# FABIO SANTORO

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## PROFESSIONAL PROFILE

**Chief Revenue Officer, Marketing, Sales and Media Director, Deputy General Secretary** with 26 years of experience in the sports industry, 20 of these in executive roles. Skilled in Business Planning and Strategy, Marketing, Commercial and Sales, Advertising, Licensing, **Media Rights** and TV Production, Football Organizations and Events in Italy and abroad. Deep knowledge of European and Italian world of sport, in particular of football, working with **FIGC** (Italian Football Association), **Lega Serie A, Lega Calcio** (Serie A and Serie B League). Managed teams of 50 professionals with a collaborative leadership. Fluent in English.

Main results:

- ✓ 1.5 billion of Euros per year in the 2018-21 cycle reached due to management and selling of the Serie A national and international media rights;
- ✓ + 50% revenue due to technical sponsorship agreement with Adidas for the Italian national football team in the period 2022-30;
- ✓ first historic agreement with Nike for the Lega Calcio's official match ball;
- ✓ signed TIM economic agreements with Serie A (still in place today);
- ✓ having made become Coppa Italia Final in Roma as the greatest football event in Italy;
- ✓ taken abroad Italian football with the organization of the Supercup Final in Libya, USA, China, Qatar and Saudi Arabia.

GOAL: **CEO, General Secretary, Chief Business Officer, Chief Operating Officer, Chief Revenue Officer** for sports organizations and companies dealing with sport business industry.

## WORK EXPERIENCE

2019 – 2023	<b>Chief Revenue Officer</b>	FIGC – Rome Managed to bring Italian women's football to professionalism too.
2017 – today	<b>Adjunct Professor for the 1st level Master</b> "Communication in Sports"	Università Cattolica (Private University) – Milan
2001 – today	<b>Lecturer-Tutor for students at the 1st level Master</b> "Strategy and Planning of Sports Events & Organizations"	Public Universities of San Marino Rep. and cities of Modena & Reggio Emilia
2001 – today	<b>Speaker</b> at congresses, workshops and courses on sports – related to football – focused on topics such as business, organizations, sponsorship, marketing, media rights, stadiums, financial results and budgets.	
2010 – 2019	<b>Marketing and Media Rights Director</b>	Lega Serie A (Italian Football League Serie A) – Milan Creating CSR and grassroots projects (i.e. Junior TIMCUP, fighting against match fixing).
2004 – 2010	<b>Deputy General Secretary</b>	Lega Calcio (Italian League Serie A and B) – Milan Being the project leader of the League Events, making the football matches fixtures and dealing with the separation of the Serie A League from Serie B.
2002 – 2003	<b>Marketing and Sales Manager</b>	Lega Calcio (Italian League Serie A and B) – Milan Thinking and launching of the League official social network platforms.
1997 – 2001	<b>Assistant to the Research Department</b>	Lega Calcio (Italian League Serie A and B) – Milan
2000 – 2010	<b>Venue Director</b>	Lega Calcio (Italian League Serie A and B) – Milan
1997 – 2000	<b>Business Consultant Training</b>	Antonio Caggiano Consulting – Caggiano (SA) Required for the examination to be a professional business consultant.
1997	<b>Internship</b>	Male Volley League – Bologna
1996 – 1997	<b>Carabiniere</b>	Carabinieri Force – Rome Mandatory military service at Carabinieri headquarters for Public Health (NAS).

## EDUCATION

1997 Postgraduate Degree in Management of Football Organizations	Public University – San Marino Rep.
1996 Master's Degree in Economics – Final mark: 106/110	LUISS – Rome
1990 Classic Diploma – Final mark: 60/60	High School MT Cicerone – Sala Consilina(SA)

