

# UMBERTO DE STEFANO

Head of Marketing | Sports & Sponsorship Management | Business Development



## PERSONAL DETAILS

Date of Birth: June 25, 1971 – Reggio Calabria (Italy)  
Address: Via Sbarre Centrali 657, 89132 Reggio Calabria  
Mobile: +39 340 2829115  
Email: umbertodestefano@yahoo.it  
LinkedIn: [www.linkedin.com/in/consulenzaformazione](https://www.linkedin.com/in/consulenzaformazione)

## PROFESSIONAL EXPERIENCE

**Aug 2023 – Present**

*Head of Marketing*

**US Catanzaro 1929 – Professional Football Club 2<sup>ND</sup> division BKT, Catanzaro**

- - Acquisition and retention of club sponsors.
- Coordination of a team of four professionals.
- Development of new sponsorship channels and monitoring systems to enhance visibility, brand value, and ROI.
- Management of B2B events and brand experiences.
- Oversight of athlete-sponsor relationships and contracts.
- Supervision of the 'Walkabout Tour' project and sponsor ticketing.

**Aug 2019 – Jun 2023**

*Sales Manager – Sponsorships*

**Reggina 1914 S.r.l. – Professional Football Club 2<sup>nd</sup> division BKT, Reggio Calabria**

- - Acquisition and retention of sponsors.
- Commercialization of stadium and media advertising spaces.
- Event coordination, sponsorship management, and copywriting for commercial projects.
- Project lead for the 'Match Experience' initiative for premium fans and sponsors.

**Jan 2014 – Apr 2022**

*Area Manager and Training Coach*

**Cortivo S.p.A. – Private Professional Training Institute, Calabria & Sicily**

- - Guidance and direct sales of professional training courses (Counseling, Mediation, Coaching).
- Managed regional operations for Calabria and Sicily (2018–2021).

**Jun 2010 – Feb 2013**

*Sales Consultant – Digital Solutions*

**IPSOA (Wolters Kluwer Group), Messina**

- - Managed and developed business in Messina and province.
- Provided digital, software, and editorial solutions to companies and professionals.
- Led a small commercial team of three.

**Mar 2013 – Mar 2018**

*Parliamentary Assistant*

**Senate of the Republic, Rome / Reggio Calabria**

- - Assisted Senator Nico D’Ascola, President of the Justice Committee.
- Managed institutional communication, agendas, and events.
- Liaised with public institutions and coordinated social media communication.

**May 2004 – May 2010**

*Executive Assistant to the Managing Partner*

**Studio Legale Associato D’Ascola – Law Firm, Reggio Calabria**

- - Supervised administrative and management activities for a large law firm.
- Managed accounting, scheduling, suppliers, logistics, and client relations.

**Sep 2002 – May 2004**

*Art Promoter*

**Gruppo Art’è S.p.A. (now UTET Grandi Opere – FMR S.p.A.), Calabria**

- - Promoted and sold high-end art collections.
- Managed relationships with top collectors after achieving national merit recognition.

**Jan 2000 – May 2003**

*Sales Manager*

**Datamedia S.r.l., Reggio Calabria**

- - Developed commercial strategies and marketing plans.
- Trained sales teams and launched one of Calabria's first in-house call centers.

### **Dec 1996 – Aug 2002**

*Junior Account*

**Wolters Kluwer – IPSOA S.r.l., Reggio Calabria**

- - Managed and expanded client portfolio (legal sector).
- Grew the base from 20 to over 280 clients with 80% multi-year contracts.

### **Since 1990**

*Private Tutor in Classical Studies*

- - Taught Latin and Ancient Greek privately as both a professional and personal passion.

## **EDUCATION AND TRAINING**

2025 – Social Football Summit, Stadio Olimpico, Rome

2024 – Social Football Summit, Stadio Olimpico, Rome

2023 – Advanced Sales Techniques Course, Gruppo Cepu, Città di Castello (PG)

2022 – Social Football Summit, Stadio Olimpico, Rome

2019 – Intensive Course, Dante Alighieri Training Agency, Como

2017 – Sales Techniques Course, CEPU, Rome

2015 – Micro-expression Analysis Course, Center for Body Language, Rome

2014 – Persuasive Communication and NLP Training, Cortivo S.p.A., Padua

2013 – Agency Owner Training, Wolters Kluwer IPSOA, Assago Milanofiori

2013 – Parliamentary Communication Course, Senate of the Republic, Rome

2002 – Advanced Sales Techniques, Art'è FMR S.p.A.

2000 – Accounting Software Course, ESA Software, Rome

1998 – Time Management & Communication Courses, Wolters Kluwer IPSOA, Assago Milanofiori

## **EDUCATION**

- University studies in Law, University of Messina
- Classical High School Diploma, Liceo Classico "T. Campanella", Reggio Calabria (Score: 58/60)
- Avid reader of books and blogs on sales and marketing

## IT SKILLS AND LANGUAGES

- Excellent command of Microsoft Office (Word, Excel, Outlook, Internet) and management/legal databases (La Legge, Pluris, De Jure, Lex24, etc.).
- Skilled in digital marketing and social media management (Facebook, Instagram, LinkedIn, Google+).
- English: Good written and spoken proficiency.

Reggio Calabria, October 09, 2025

Signed,  
Umberto De Stefano

*I hereby authorize the processing of my personal data in accordance with current privacy legislation.*