

GIACOMO ESPOSITO

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EDUCATION AND QUALIFICATIONS

[2008 – 2011] **Master in International Management**, Link Campus, University of Malta – Rome

[2002 – 2003] **Sports Management Master**, Eserp Institute, Madrid

[1999 – 2002] **Bachelors in International Management**, Link Campus, University of Malta – Rome

[2016 – Present] **Lecturer, MBA Sport Business**, Link Campus, University of Malta - Rome

WORK EXPERIENCE

Sport Club Consulting

Jan 2019 – Today

Manager of Operations, Marketing & Communications

Via Morlupo 51, Roma (www.sportclubonline.it)

- Responsible for team's key commercial activities, including liaising with commercial partners, reporting commercial results to senior management on a daily basis, and general management
- Head the team's communication activities, coordinating closely with Marketing, handling directly the press office, and managing external communication partners

SIS Rome

Apr 2017 – Dec 2018

General Manager and Communications Director

Waterpolo Team, Rome-Italy (www.sistemiperlosport.com)

- Responsible for team's key commercial activities, including liaising with commercial partners, reporting commercial results to the board of directors on a daily basis.
- Head the team's communication activities, coordinating closely with Marketing, handling directly the press office, and managing external communication partners

Eurobasket Rome

Sept 2013 – Jan 2017

Chief Operations Officer and Communications Director

Basketball Team, Rome-Italy (www.eurobasketroma.it)

- Responsible for team's key commercial activities, including liaising with commercial partners, reporting commercial results to senior management on a daily basis, and general management
- Head the team's communication activities, coordinating closely with Marketing, supervising the press office, and managing external communication partners

Italian Basketball Federation – Lazio Regional Committee

Sept 2012 – Sept 2014

Head of Communication and Press Office

Basketball Organization, Rome-Italy (www.fip.it/lazio)

- Developed and implemented comprehensive twenty communication campaigns to support business objectives
- Successfully generated positive media coverage and heightened market presence by 10% in terms of brand development
- Increased sponsorship revenues by 5% and profitability by 10% through the sale of advertising spaces on our monthly magazine called "Fip Lazio News"

Radio Manà Manà Sport

Sept 2012 - Present

Radio Host

Media Organization, Rome-Italy (www.radiomanasport.it)

- Co-host weekly basketball radio show called "Basket Time" on highly popular, nation-wide network Radio Manà Manà, broadcasting to thousands of listeners
- Interviewed several high-profile guests, including Luigi Datome, Detroit Pistons small forward
- Generate a growing fan-base, cultivating greater enthusiasm for basketball across Italy

Lazio Basket

Sept 2010 – Mar 2013

Team and Communications Director

Basketball Team, Rome-Italy (www.laziobasket.it)

- Responsible for communication, press office and general management activities of the team

- Coordinated “Project Colors,” an initiative with a budget of over €500k, involving 2,000 participants across Italy, Africa and the United States. The objective was to provide young people access to a better life by building local basketball courts. Abdul Jeelani (ex-Dallas Mavericks) and Caron Butler (Oklahoma City Thunder), were large supporters of the project

Deloitte S.p.A.

Sept 2007 – Jan 2010

Business Analyst / Team Leader

Consulting Firm, Rome-Italy (www.deloitte.it)

- Responsible for audit and consulting projects related to sports activities. Clients included AS Roma, SS Lazio and the National Football Federation

Stella Azzurra Basketball

Sept 2000 – Jun 2007

Dirigente Sportivo

Basketball Team, Rome (www.stellazzurra.it)

- Responsible for communication, press office and general management activities of the team

PERSONAL INTERESTS AND ADDITIONAL SKILLS

- Avid sports fan, supporter of AS Roma
- Amateur football and basketball player
- Languages: native Italian, fluent English, fluent Spanish, fluent Greek
- Italian national