

# ALESSANDRA BUANO

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With 13 years of substantial experience in the Digital Business industry with European companies such as IMG, DAZN, Rocket Internet and SAMG, my expertise lies in project management, account management, negotiation, digital marketing and business development. As a Law graduate from Bocconi, I come with a pro-active, analytical and results-oriented approach with a good legal background that supports me in negotiation and relationship with stakeholders. I have learnt from my long experience playing volleyball how to be a great team player, with excellent interpersonal and communication skills, at the same time I equally have respect for individual roles, as I believe a strong team stems from the sum of every individual's skills. Who Am I? I am a curious person: my first goal is to improve myself and learn as much as I can, to reach the best result possible. As an out of the box thinker, I thrive in dynamic environments, where implementations and new ideas are constantly encouraged.

## WORK EXPERIENCE

**August 2024 – present**

**Sales Rights Manager - IMG  
(Milan)**



Directly reporting into the VP of the division, our team managed the Media rights sales in 5 different territories: **Italy, Israel, Greece, Cyprus and Malta**. As IMG, we represent rights holder such as MotoGP, UFC, Wimbledon, ATP, EuroLeague, NFL and NHL among the others. We negotiate and conclude deals in their behalf, according with the right holder target goals (revenue, exposure, partnerships). New business and consultancy are as well part of our daily job, with a special focus on media strategy acquisition and budgeting projections. We commercialize the content produced by IMG Film as well and evaluate possible future opportunities in terms of budgeting, financial coverage and go to market together with the possibilities of directly reaching out rights holder to propose ad hoc projects.

**September 2018 – July 2024**

**Senior Contracts & PM Manager - DAZN  
(Milan)**



Joined DAZN Italy team from the very beginning, started as **Rights Manager**, I got promoted to **Senior Rights Manager** in 2021. Me and my four-people team led the acquisition and the daily management of all rights and rights holder in the Italian territory - from LNPA and Serie A clubs to multisport rights holders such as – during the years - MotoGP, NFL, Matchroom, CEV and all the major RHs and championships rights acquired from all around the globe. My team and I run all the activations on and offline, on-site activations and marketing campaigns, commercial and editorial initiatives created to promote our platform content both on and off platform, bundles initiatives with third parties and every single activity promoted in collaboration with Serie A clubs and all the other rights holders - essentially being the “bridge” between external and internal stakeholders. I took care as well of new rights and content (movies/series) evaluation, acquisition, negotiation, and contractual phase. I led special projects like InterTv and MilanTv acquisitions and their launches (including marketing and social campaigns and collaboration with external football editors) and linear channels feasibility checks and weekly TV schedule and monitoring. In 2023, I got the proposal to move to **Content department** with the title of **Senior Contracts and Project Manager** with the goal of better organized and planned new multi-department projects delivery and activation, fully exploit all the existing contracts (or renew them accordingly) with providers/talents and give the editorial part a more business-oriented point of view from a budgeting perspective, reporting directly into the department Vice President before and the CEO after. Among the projects delivered: all the ppv events, the DAZN Shop integration and launch, DAZN Freemium LP, third parties content acquisition (docufilm, third party channels), DAZN Originals (“Stavamo bene insieme” and shootings) and new talents evaluation.

**March 2018 – September 2018**

**Commercial Manager - Jetcost  
(Chiasso, Switzerland)**

Lastminute.com Group is among the word leaders in the online travel industry. I took care of all the commercial part related to Jetcost

- metasearch engine part of the group, who allows users to compare flights, hotels and car rental in 40 countries world-wide, with more than 40 M/searches per month. I was responsible for business development (both in terms of core integration and advertising related part - DFP campaigns) and account management, aiming to develop, execute, and optimise the acquisition and integration of Jetcost's new partners, advertising, cross selling and launching new markets.

### September 2015 – March 2018

### Country Manager Italy (Milan – London)



StreamAMG is specialized in digital strategies, video platform, live streaming solutions and OTT solutions.

My main tasks: managing all the marketing and sales, negotiation, account management and new leads research, launch of the new market (Italy) and relaunch of the existing one (Spain).

**Account Management:** Managing existing big clients' WebTVs projects such as Lega Nazionale Pallacanestro, Lega Volley Femminile and Federazione Ginnastica d'Italia; preparing marketing campaigns and monetization strategies, users management, loyalty, upselling and project management, P&L and new seasons planning and managing.

**Business Development:** Identifying new targets in the sport business (my main focus) and launching other sectors. Achievements: during the first season, I reached the 120% of the target in revenues. After less than 24 months from the launch, Italy was the most profitable country in StreamAMG International department.

### January 2014 – August 2015

### Team Leader Italy (Milan)



As the Italian Team Leader, my role was to manage and assist the whole team (8 people) in order to maintain a suitable equilibrium between both commercial and marketing strategies of the company. My main tasks:

- **Marketing & Communication:** managing new promotional initiatives/partnerships and related marketing materials;
- **CRM and Operations** translating and approving every communication from HQ, creating template for daily communications between CS agents and customers, creating ad hoc campaigns in order to decrease churn and improve conversion ratio. Monitoring of CS agents' performance and KPI; reporting and analysis of customers' data, managing any new partnerships processes creation related to onboarding, UX and funnel. Supporting the Customer Support team,

Achievements: +4% CR on the company website; -20% support inbound requests after new FAQs deployment and blog posts; -25% churn. The new registration process I planned was deployed for all European countries.

Started as a Communication and Marketing intern in December 2012, I got first integrated into the Customer Support team and then took the lead of it in June 2013, with a three-people team, responsible for Customer support, direct sales and customer retention. Thanks to hard work and a quick business growth, in January 2014 I got promoted to Team Leader.

### September 2007 - December 2012

### Hostess & Promoter - Fonema s.p.a.

#### EDUCATION

##### 2007 – 2012: Università Bocconi

 CLMG – School of Law - 5-years Degree Program.  
**Dissertation:** *Law and literature: tra le pagine di Nicolai Lilin, la teoria di "violentizzazione" di Lonnie Athens.*  
Final grade: 93/110

##### 2002 – 2007: Liceo Scientifico "Italo Palli"

High School degree - Final grade: 93/100

#### IT SKILLS

Microsoft Office (Word, Excel, PowerPoint): expert  
EDCL Core certification  
SalesForce, Merchant Center, Jira, Pootle, Trello, Asana, Autotask, Looker: good user

#### LANGUAGE SKILLS

##### Native

##### Fluent

IELTS C1 level certification

**2008 - ELC English Language Centre (Los Angeles, USA)** UCLA - Intensive English course.

##### Intermediate

**2013 - Taronja, Escuela de Español (Valencia, Spain)**  
Intensive Spanish course (period of unpaid leave)

#### INTEREST AND PERSONAL SKILLS

**Sports:** ex volleyball player (C League). Great fan of sports in general.

**Writer:** published my first book “*Buongiorno Francesca*”, Scatole Parlanti publisher, 2021.