

# ALBERTO MACALUSO

## WHO I AM

I am a passionate and ambitious manager with 4+ years of experience in the Sport industry. My professional profile is B2B oriented, with multi-year experience in strategic partnerships management and negotiations, marketing and data analysis. I am a huge football fan with a deep knowledge of the main competitions and tournaments.

## EMPLOYMENT HISTORY

### OTT Partnership & Media Rights Manager

OneFootball (GERMANY) | Mar 2024 - ...

Based in Berlin, reporting directly to the OTT General Manager and looking after the Italian and Global markets with the main goals of improving direct-to-consumer revenues and OTT Partnership portfolio.

Main responsibilities:

1. To be the account for OneFootball's OTT Partners (Broadcaster, Clubs, Leagues and Federations)
2. To deal with OTT Partners to improve OneFootball broadcasting rights proposition (both pay-per-view or free-to-air)
3. To coordinate OneFootball marketing, product and editorial teams to achieve OTT needs.

Main deals: Serie A rights in UK, Napoli Summer Friendlies exclusive domestic rights, DFB and AFC direct-to-consumer streaming service

### Partnership Executive

DAZN (ITALY) | Jan 2022 - Feb 2024

Main duties and activities:

1. Focus on acquiring new customers, increasing revenues and enlarging loyalty benefits for existing customer base
2. To be the account for our partners as for commercial, editorial, marketing, communication and Go-To-Market matters
3. To lead discussions about business opportunities with potential new partners

Main deals: Google, Samsung, Deezer, Sky, Adidas, Philips, Plenitude, Playstation

### Digital Producer Intern

Infront Sports & Media (ITALY) | Apr 2021 - Dec 2021

Main duties and activities:

1. To oversee the entire cycle of digital assets' creations required by sports clubs or federations (Brief - asset production - delivery)
2. To jointly work with graphic designer, editorial and marketing teams

Main projects: eSerie A, IIHF Worlds, CHL Champions Hockey League

## SKILLS AND ABILITIES

- B2B Negotiation
- Partnership Management
- Data Analysis
- Project Management

## INFORMATIC KNOLEDGES

- Office (Excel, Power Point)
- Looker
- Tableau
- Metabase

## ACADEMIC PROFILE

### Master in Sport & Business Management

24Ore Businss School | 2020 - 2021

Main modules:

1. Sport business
2. Sport marketing and sponsorship
3. Sports merchandising and revenue

### Master's Degree in Sport Management

University of Palermo | 2018 - 2020

Main topics:

1. Sports law
2. Organization and management of sporting events
3. Economy

### Bachelor's Degree in Communication Science

University of Palermo | 2015-2018

Main topics:

1. Marketing
2. Digital communication
3. Business economics

## CONTACT DETAILS

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