



# GIORGOS LAGARIS

Results-driven commercial executive with over 14 years of experience in professional football and sports business.

Proven track record in driving revenue growth, building global partnerships, and leading commercial teams in international environments.

## PROFESSIONAL EXPERIENCE

### ● REPRESENTATIVE CONSULTANT | LLZ SPORTS

November 2025 - today

- Operating DACH market entry for BLOCKSPORT & Data Talks

### ● CHIEF COMMERCIAL OFFICER | PAOK FC

May 2023 - November 2025

- Member of executive leadership team
- Full P&L responsibility for commercial division
- Drove 146% commercial revenue growth
- Secured and led all new global partnerships and TV Rights

### ● VICE PRESIDENT PARTNERSHIPS | AIM SPORT

April 2022 - April 2023

- Led virtual advertising and digital sponsorship sales
- Closed FLOKI x Real Madrid Digital Overlay® Partnership
- Closed PAOK FC x AIM SPORT Digital Signage Partnership

### ● SENIOR GLOBAL SALES MANAGER | FC Bayern Munich

June 2021 - April 2022

- Targeting key markets such as watches (Breitling) and FMCG (bibigo)
- Coordinated international sales units in USA, Bangkok, and China

### ● DIRECTOR PARTNERSHIPS & TV RIGHTS | PAOK FC

December 2016 - May 2021

- Grew sponsorship sales from €6M to €36M per season
- Oversaw international TV rights sales for PAOK FC
- Served as UEFA Liaison Board Member during European competitions

### ● SALES MANAGER PARTNERSHIPS | SPORTFIVE Germany

March 2013 - December 2016

- Managed sponsorship sales and key accounts for Hamburger SV
- Drove VIP hospitality revenue record of €37M (MVP Sales Award)
- Coordinated player-sponsor relations, events, and activations

### ● HOSPITALITY & MEDIA SALES MANAGER | SPORTFIVE Germany

February 2012 - March 2013

- Managed hospitality and media rights sales for SPORTFIVE clubs

### ● SALES MANAGER HOSPITALITY UEFA EURO 2016 | Lagardère Sports

February 2013 - June 2014

- Awarded Top 4 Sales Manager for outstanding performance

### ● SPONSORSHIP CONSULTANT CLUBS | Lagardère Unlimited

February 2014 - October 2014

- Developed a new commercial and sponsorship unit



## PERSONAL

05.05.1985  
Westerland | Germany  
German & Greek



## CONTACT

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## EDUCATION

Bachelor Degree  
Athletes Management  
IST Düsseldorf | Germany  
2016 – 2017

Master Degree  
Business Administration  
Bayreuth University | Germany  
2005 – 2011



## CORE STRENGTHS

Commercial Leadership  
Global Partnerships  
Brand Strategy  
Revenue Growth  
Business Development



## QUALIFICATIONS

Microsoft Office  
CRM – Pipedrive  
Adobe Program Cloud  
AI Technologies  
Social Media



German  
English  
Greek  
Italian  
Spanish