

RICCARDO CARISTI

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PROFESSIONAL SUMMARY

Licensing and sport business professional with experience managing global brand licensing operations, business consulting, and sports organization management. Strong background in financial and commercial roles within international environments. Proven ability to support commercial decision-making and brand-driven initiatives across the sports industry.

PROFESSIONAL EXPERIENCE

RED BULL — Salzburg, Austria

Licensing | March 2025 – Present

- Manage the approval process for Red Bull licensed products and events globally, within a portfolio of 100+ licensees.
- Conduct financial, marketing, and data analysis to support licensing evaluations, reporting, and internal decision-making.
- Prepare legal agreements for licensed products and negotiating royalty rates.
- Collaborate with Formula 1 team and Red Bull global offices for the organization of events worldwide.

ASD BASKET MILAZZO — Milazzo, Italy

Co-Founder & Head of Communication | August 2021 – Present

- Co-founded and manage a basketball organization, overseeing administrative operations and contributing to strategic and commercial development. Supported brand positioning and revenue-related initiatives through marketing, communication, and partnership-oriented activities.
- Managed external communication with media and stakeholders, increasing brand visibility and engagement.

BUSINESS CONSULTING OFFICE — Sicily, Italy

Business & HR Consultant | January 2021 – September 2022

- Performed financial and debt analysis to support business restructuring and strategic decision-making.
- Delivered consulting services including data analysis, reporting, and account management for a portfolio of 20+ clients.

INTERCONTINENTAL HOTEL – CASINO MALTA — Malta

Casino & Cash Desk Supervisor | 2022 – 2025

- Supervised daily gaming and cash desk operations, ensuring compliance, accuracy, and adherence to regulatory standards.
- Supported reporting and operational controls in a high-volume, regulated environment.

EDUCATION

Università degli Studi “Guglielmo Marconi” — Rome, Italy

Master of Business Administration (MBA – taught in English) | 2022 – 2024

Graduated with honors. Thesis: “The importance of revenues in sport management and the Lega Serie A case: a comparison of marketing-driven business models in the US and Europe.”

University of Messina — Messina, Italy

Bachelor of Science in Business & HR Consulting | 2017 – 2020

Captain of the university soccer team.

LANGUAGES

Italian (Native) | English (Advanced – C1) | Spanish (Intermediate)

SKILLS

Licensing | Sport business operations | Financial & data analysis | Reporting | Decision-Making | Marketing analysis | Legal support | Brand & commercial strategy | MS Excel | PowerPoint | Google Suite | Accounting software | AI tools