

UMBERTO DE STEFANO

Head of Marketing | Sports & Sponsorship Management | Business Development



PERSONAL DETAILS

Date of Birth: June 25, 1971 – Reggio Calabria (Italy)

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PROFESSIONAL EXPERIENCE

Aug 2023 – Present

Head of Marketing

US Catanzaro 1929 – Professional Football Club 2nd division BKT, Catanzaro

- Acquisition and retention of club sponsors.
- Coordination of a team of four professionals.
- Development of new sponsorship channels and monitoring systems to enhance visibility, brand value, and ROI.
- Management of B2B events and brand experiences.
- Oversight of athlete–sponsor relationships and contracts.
- Supervision of the 'Walkabout Tour' project and sponsor ticketing.

Aug 2019 – Jun 2023

Sales Manager – Sponsorships

Reggina 1914 S.r.l. – Professional Football Club 2nd division BKT, Reggio Calabria

- Acquisition and retention of sponsors.
- Commercialization of stadium and media advertising spaces.
- Event coordination, sponsorship management, and copywriting for commercial projects.
- Project lead for the 'Match Experience' initiative for premium fans and sponsors.

Jan 2014 – Apr 2022

Area Manager and Training Coach

Cortivo S.p.A. – Private Professional Training Institute, Calabria & Sicily

- - Guidance and direct sales of professional training courses (Counseling, Mediation, Coaching).
- Managed regional operations for Calabria and Sicily (2018-2021).

Jun 2010 – Feb 2013

Sales Consultant – Digital Solutions

IPSOA (Wolters Kluwer Group), Messina

- - Managed and developed business in Messina and province.
- Provided digital, software, and editorial solutions to companies and professionals.
- Led a small commercial team of three.

Mar 2013 – Mar 2018

Parliamentary Assistant

Senate of the Republic, Rome / Reggio Calabria

- - Assisted Senator Nico D'Ascola, President of the Justice Committee.
- Managed institutional communication, agendas, and events.
- Liaised with public institutions and coordinated social media communication.

May 2004 – May 2010

Executive Assistant to the Managing Partner

Studio Legale Associato D'Ascola – Law Firm, Reggio Calabria

- - Supervised administrative and management activities for a large law firm.
- Managed accounting, scheduling, suppliers, logistics, and client relations.

Sep 2002 – May 2004

Art Promoter

Gruppo Art'è S.p.A. (now UTET Grandi Opere – FMR S.p.A.), Calabria

- - Promoted and sold high-end art collections.
- Managed relationships with top collectors after achieving national merit recognition.

Jan 2000 – May 2003

Sales Manager

Datamedia S.r.l., Reggio Calabria

- - Developed commercial strategies and marketing plans.
- Trained sales teams and launched one of Calabria's first in-house call centers.

Dec 1996 – Aug 2002

Junior Account

Wolters Kluwer - IPSOA S.r.l., Reggio Calabria

- - Managed and expanded client portfolio (legal sector).
- Grew the base from 20 to over 280 clients with 80% multi-year contracts.

Since 1990

Private Tutor in Classical Studies

- - Taught Latin and Ancient Greek privately as both a professional and personal passion.

EDUCATION AND TRAINING

2025 – Social Football Summit, Stadio Olimpico, Rome

2024 – Social Football Summit, Stadio Olimpico, Rome

2023 – Advanced Sales Techniques Course, Gruppo Cepu, Città di Castello (PG)

2022 – Social Football Summit, Stadio Olimpico, Rome

2019 – Intensive Course, Dante Alighieri Training Agency, Como

2017 – Sales Techniques Course, CEPU, Rome

2015 – Micro-expression Analysis Course, Center for Body Language, Rome

2014 – Persuasive Communication and NLP Training, Cortivo S.p.A., Padua

2013 – Agency Owner Training, Wolters Kluwer IPSOA, Assago Milanofiori

2013 – Parliamentary Communication Course, Senate of the Republic, Rome

2002 – Advanced Sales Techniques, Art'è FMR S.p.A.

2000 – Accounting Software Course, ESA Software, Rome

1998 – Time Management & Communication Courses, Wolters Kluwer IPSOA, Assago Milanofiori

EDUCATION

- University studies in Law, University of Messina

- Classical High School Diploma, Liceo Classico "T. Campanella", Reggio Calabria (Score: 58/60)

- Avid reader of books and blogs on sales and marketing

IT SKILLS AND LANGUAGES

- Excellent command of Microsoft Office (Word, Excel, Outlook, Internet) and management/legal databases (La Legge, Pluris, De Jure, Lex24, etc.).
- Skilled in digital marketing and social media management (Facebook, Instagram, LinkedIn, Google+).
- English: Good written and spoken proficiency.

Reggio Calabria, October 09, 2025

Signed,
Umberto De Stefano

I hereby authorize the processing of my personal data in accordance with current privacy legislation.