

Eleonora Sirtori

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International Event Operations & Delivery Professional

Experienced international event professional with deep expertise in venue operations, event delivery and project coordination across major international events – including the Olympic Games, UEFA tournaments and Expo Milan. Skilled in managing complex venue environments and integrating multiple functional areas, I ensure that every site, process and team is ready for seamless execution.

My strength lies in connecting operational planning with people performance, bringing on-the-ground experience into practical preparation. I lead and support venue managers, functional area project leaders, stewards and volunteers, ensuring they are aligned, capable and confident to deliver at the highest standard.

Areas of Emphasis

Project Management & Coordination – Extensive experience in planning, executing, and overseeing cross-functional projects, ensuring on-time delivery, quality outcomes, and efficient resource use.

Event Services Management – In-depth knowledge of spectator services operations within major international sporting events, covering crowd management, spectator flow, information and accessibility services, and on-site coordination.

Venue Operations & Integration – Expertise in managing venue readiness, logistics, and operational delivery across multiple functional areas to guarantee smooth execution and high-quality event experiences.

Stakeholder Management & Partnerships – Skilled in fostering collaboration with organizing committees, federations, sponsors, and local authorities to ensure alignment and operational excellence.

Staff & Volunteer Management – Proven ability to lead, train, and motivate large and diverse teams, ensuring efficient event operations and a culture of collaboration and accountability.

Multilingual Communication – Fluent in Italian, English, and Spanish, able to work effectively in international and multicultural environments.

Professional Experience

Milano Cortina 2026 Winter Olympic Games – Milan, Italy
Head of People Journey, Training, and Project Management

Key Duties and Responsibilities: Responsible for the design, planning and delivery of all training programs defined under the International Olympic Committee (IOC) model, ensuring on-time implementation and compliance with budget and international standards.

- **Oversee** the planning, development and rollout of both generic and role-specific training programs, reaching more than 20,000 volunteers and extended to staff and external partners, ensuring quality and consistency across all audiences.
- **Collaborate** with the Systems Department on LMS integration and digital delivery solutions, coordinating with 25 functional areas to develop and validate tailored training content.
- **Designed** and led the Venue-Specific Training project, establishing the model, framework and operational guidelines adopted by all venues and teams to plan and deliver on-site training sessions involving venue managers, teams, volunteers and functional area leaders.
- **Coordinate** cross-functional engagement with contractors and key service partners (Security, F&B, Clean & Waste) to ensure a unified learning approach and shared event culture.

- **Manage** project timelines, budgets, risks and performance indicators to guarantee successful delivery and continuous improvement across all training initiatives.

Milano Cortina 2026 Winter Olympic Games – Milan, Italy
Planning & Coordination PMO & Venue PMO, 2023 at Feb 2025

Key Duties and Responsibilities: Part of the Planning & Coordination Office, supporting over 14 functional areas – including Sport, Games Services, Accreditation, Transport, Logistics, Event Services, Security, F&B and Accommodation – to monitor progress, identify interdependencies and resolve overlaps in responsibilities across the Games.

- **Supported** operational delivery by facilitating communication and mediation between functional areas, addressing bottlenecks and clarifying grey areas of responsibility.
- **Led** a team of Project Management Officers, streamlining workflows, optimizing resources and improving cross-department collaboration.
- **Maintained** regular reporting and stakeholder engagement, ensuring visibility and issue resolution.
- **Ensured** project standards compliance with IOC guidelines and contributed to the development of over 800 Games-time policies and procedures guiding operational readiness.

UEFA EURO 2020 – Nyon, Switzerland
Venue Operations Training Specialist, 2019 to 2021 (freelance 2022)

Key Duties and Responsibilities: Led the planning, design and implementation of the Venue Operations training framework for UEFA EURO 2020 – a multi-country tournament across 11 stadiums in 11 European nations. Provided strategic support to Venue Management and Operations teams through tailored training, digital learning and simulation exercises, ensuring operational readiness across all host cities.

- **Designed and delivered** steward training and operational briefings reaching over 40,000 staff and volunteers and coordinated a COVID-19 e-learning completed by more than 100,000 participants.
- **Partnered** with developers to create interactive digital tools for training delivery and performance tracking, improving consistency and efficiency across venues.
- **Managed** the Event Reporting Tool (ERT) lifecycle, overseeing over 30 venue projects and ensuring alignment between local and central operations.
- **Facilitated** Venue Team Tabletop Exercises and Simulations, preparing teams for match-day operations and cross-functional decision-making under pressure.
- **Developed** practical training methodologies that connected event operations with real match-day scenarios, later adopted for UEFA Club Finals and other major tournaments.

UEFA EURO 2020 – Rome, Italy
Match Manager Assistant, 2021

Key Duties and Responsibilities: Supported the successful delivery of match operations at the Stadio Olimpico, collaborating with Match Management, teams, referees and sport federations to coordinate operational requirements and ensure seamless execution across four tournament matches.

- **Assisted** the Match Manager in planning and managing match-day operations, aligning all processes and deliverables with UEFA standards.
- **Coordinated** communication among venue teams, ensuring readiness, timing and integration across functional areas.
- **Contributed** to the delivery of world-class football events, maintaining high operational and spectator service standards under tight timelines.

Deputy Director, Venue Operations Manager & Project Manager Recruitment
UK Pavilion Expo Milan – Milan, Italy | 2014 to 2015

Key Duties and Responsibilities:

Led venue operations and workforce planning for the UK Pavilion, managing coordination with Expo authorities and UK Trade & Investment to ensure compliance, safety and operational excellence.

- Directed end-to-end venue operations, including security, catering, accreditation, technology and health & safety, ensuring a seamless visitor experience.
- Chaired daily operational and compliance meetings, ensuring alignment between British Government stakeholders, Expo organizers and local contractors.
- Supported the Pavilion's event programming and protocol activities, delivering a high-profile international showcase within Expo 2015.
- Oversaw a recruitment and onboarding program for over 2,000 roles, aligning hiring processes, training and workforce allocation with operational needs.

Wembley Stadium London 2012 Olympic Games – London, UK

Event Services Venue Manager, 2012

Key Duties and Responsibilities:

Led Event Services operations at Wembley Stadium, overseeing planning and delivery of spectator services and ensuring coordination between Olympic stakeholders, venue owners and local authorities.

- **Managed** the integration of two workforces – volunteers and stewards –, aligning responsibilities, standards and communication across operational areas to achieve teamwork and consistency.
- **Served** as the main liaison between the London Organising Committee, stadium management and city agencies, ensuring compliance, readiness and safety throughout the event period.
- **Facilitated** venue simulations and leadership workshops to test and refine operational plans and decision-making processes.
- **Developed** and maintained comprehensive venue operations documentation, including contingency plans, schedules and coordination procedures, ensuring alignment with Olympic delivery standards.

Additional Experience

Project Manager Specialist, MCI Group, Geneva, Switzerland, 2023

Training & Development Manager, Costa Crociere, Genoa, Italy 2019

Guest Services/Front of House Operations, Olympic Games Sochi, CoSport & Jet Sport Hospitality 2014

VIP Hospitality Programme Ticket Manager, Glasgow 2014 Commonwealth Games, iLUKA

Event Services Cluster Manager, Arab Games, Qatar Olympic Committee, Doha 2011, Qatar

Event Services Cluster Manager, Football Asian Cup 2010, Doha, Qatar

Sponsor Area Manager, Casa Italia CONI, Winter Olympic Games Vancouver 2010

Event Services Specialist, World Youth Day Sydney 2008, Sydney, Australia

Spectator Services Venue Manager, Doha Asian Games 2006, Doha, Qatar

Spectator Services Venue Manager, Turin 2006 Winter Olympic Games, Turin, Italy

Guest Services & Hospitality, Walt Disney World, Orlando, USA

Educational Background

MA in Contemporary History, University of Genoa, Italy
BA (Hons) in Humanistic Studies, Spanish Language,
University of Deusto, Bilbao, Spain

IT Skills

Microsoft Office Suite: Advanced skills in Word, Excel, PowerPoint, and Outlook

Certifications

Football Performance and Leadership Training (FIGC), Coverciano, Florence, Italy

Advanced Project Management with Generative AI, Sole 24 ORE

Google Project Management Certificate

Master Facilitator Programme and Train the Trainer, Master Trainer Institute, Geneva, Switzerland

Master Project Management, Sciaky Europe Business School, Milan, Italy