

FABIO SANTORO

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Rome – Italy, via della Mendola, 26 – 00135 • Salerno, 9th June 1972 • Italian

PROFESSIONAL PROFILE

Chief Revenue Officer, Marketing, Sales and Media Director, Deputy General Secretary with 26 years of experience in the sports industry, 20 of these in executive roles. Skilled in Business Planning and Strategy, Marketing, Commercial and Sales, Advertising, Licensing, **Media Rights** and TV Production, Football Organizations and Events in Italy and abroad. Deep knowledge of European and Italian world of sport, in particular of football, working with **FIGC** (Italian Football Association), **Lega Serie A**, **Lega Calcio** (Serie A and Serie B League). Managed teams of 50 professionals with a collaborative leadership. Fluent in English.

Main results:

- ✓ 1.5 billion of Euros per year in the 2018-21 cycle reached due to management and selling of the Serie A national and international media rights;
- ✓ + 50% revenue due to technical sponsorship agreement with Adidas for the Italian national football team in the period 2022-30;
- ✓ first historic agreement with Nike for the Lega Calcio's official match ball;
- ✓ signed TIM economic agreements with Serie A (still in place today);
- ✓ having made become Coppa Italia Final in Roma as the greatest football event in Italy;
- ✓ taken abroad Italian football with the organization of the Supercup Final in Libya, USA, China, Qatar and Saudi Arabia.

GOAL: CEO, General Secretary, Chief Business Officer, Chief Operating Officer, Chief Revenue Officer for sports organizations and companies dealing with sport business industry.

WORK EXPERIENCE

2019 – 2023	Chief Revenue Officer	FIGC – Rome Managed to bring Italian women's football to professionalism too.
2017 – today	Adjunct Professor for the 1st level Master	“Communication in Sports” Università Cattolica (Private University) – Milan
2001 – today	Lecturer-Tutor for students at the 1st level Master	“Strategy and Planning of Sports Events & Organizations” Public Universities of San Marino Rep. and cities of Modena & Reggio Emilia
2001 – today	Speaker	at congresses, workshops and courses on sports – related to football – focused on topics such as business, organizations, sponsorship, marketing, media rights, stadiums, financial results and budgets.
2010 – 2019	Marketing and Media Rights Director	Lega Serie A (Italian Football League Serie A) – Milan Creating CSR and grassroots projects (i.e. Junior TIMCUP, fighting against match fixing).
2004 – 2010	Deputy General Secretary	Lega Calcio (Italian League Serie A and B) – Milan Being the project leader of the League Events, making the football matches fixtures and dealing with the separation of the Serie A League from Serie B.
2002 – 2003	Marketing and Sales Manager	Lega Calcio (Italian League Serie A and B) – Milan Thinking and launching of the League official social network platforms.
1997 – 2001	Assistant to the Research Department	Lega Calcio (Italian League Serie A and B) – Milan
2000 – 2010	Venue Director	Lega Calcio (Italian League Serie A and B) – Milan
1997 – 2000	Business Consultant Training	Antonio Caggiano Consulting – Caggiano (SA) Required for the examination to be a professional business consultant.
1997	Internship	Male Volley League – Bologna
1996 – 1997	Carabiniere	Carabinieri Force – Rome Mandatory military service at Carabinieri headquarters for Public Health (NAS).

EDUCATION

1997	Postgraduate Degree in Management of Football Organizations	Public University – San Marino Rep.
1996	Master's Degree in Economics – Final mark: 106/110	LUISS – Rome
1990	Classic Diploma – Final mark: 60/60	High School MT Cicerone – Sala Consilina(SA)

