



Paolo Carito

Executive Leader with over 20 years of experience in the sports, media, and entertainment industry, specializing in digital innovation, global event management, strategic marketing, and business development. I have collaborated with institutions, leagues, clubs, and multinational corporations to implement transformative projects, maximizing the economic and social value of sports and the entertainment business. Currently serving as CEO of the European Athletics Championships Rome 2024, a globally significant event that has set records in audience engagement, sustainability, and digital innovation. I am also the author of the book "Sport, Entertainment, and Digitalization" and a lecturer at prestigious Italian universities.

CONTACT

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SKILLS

- Business Strategy and Innovation
- Digital Transformation and Media
- Sponsorship and Public Engagement
- Global Event Management and Legacy Planning
- Leadership and Multidisciplinary Team Management

EDUCATION

Master's Degree in Law –
University of Bari (1996)

Master's Degree in Economics
and Politics of International
Relations – LUMSA, Rome
(2011)

Master's in Communication and
European Public Relations –
Ateneo Impresa, Rome (1998)

Advanced Course in Sports
Organization & Management –
En.A.I.P. Puglia (1994)

WORK EXPERIENCE

- **EUROROMA FOUNDATION 2024 | 12/2022 – PRESENT**
CEO – EUROPEAN ATHLETICS CHAMPIONSHIPS ROME 2024
 - Strategic and operational coordination of one of the world's major sporting events.
 - Key results: 235,000 total attendees, 137,000 spectators at the Stadio Olimpico, and a TV audience of 4.9 million in Italy and 382 million worldwide.
 - Achieved a Net Operating Margin of 3% on the total production value.
 - Introduced innovative solutions such as the Metaverse to enhance fan engagement and attract new sponsors.
 - Supervised 500 collaborators and 1,200 volunteers, ensuring efficient event operations.
- **LIUC SPORT (Carlo Cattaneo University) | 05/2023 – PRESENT**
FERRARA EXPO – WOW WORK ON WORK | 03/2024 – PRESENT
BOARD MEMBER & STRATEGIC CONSULTANT
 - Development of innovative strategies in the sports business and social innovation sector.
 - Implementation of Sport Diplomacy projects to create connections between sports, the economy, and society.
 - Oversee corporate strategies and managed commercial operations, focusing on innovation and sustainability.
- **ASCOLI CALCIO 1898 F.C. (Serie B Football) | 10/2021 – 10/2024**
BOARD MEMBER & STRATEGIC CONSULTANT
 - Oversight of the club's growth and business development strategies, with a focus on economic sustainability and digital innovation.
- **LEGA PRO (Serie C Football) | 09/2019 – 07/2021**
DIRECTOR OF STRATEGIC DEVELOPMENT & MARKETING
 - Developed and implemented the 2020-2023 industrial plan, focusing on fan engagement and new revenue opportunities.
 - Launched the CRM FanSquare platform, enhancing the fan experience and optimizing data management.
 - Renewed the commercial and media positioning of Lega Pro.

AWARDS & RECOGNITIONS

2023 Innovation Oscar – ANGI, for the Metaverse of the European Athletics Championships Rome 2024.

2023 Smartphone D'Oro – PaSocial, best digital communication project.

2023 Sport For Nature Awards – Commitment to sports sustainability.

2020 Sport Innovation Awards – For innovation in football and sports business.

LANGUAGES

- Italian: Native
- English: C1 (Advanced)
- Spanish: B1 (Intermediate)

DIGITAL SKILLS

- Advanced proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Experience with CRM platforms and digital tools for sports business and event management.

INFRONT SPORTS & MEDIA | 07/2017 - 07/2019

EXECUTIVE ADVISOR

- Led the development of the 2019-2022 industrial plan and managed corporate restructuring, optimizing resources and processes.
- Oversaw the Italian market launch of Fan Plus (Fan+), the first football fan web app in Italy.
- Directed strategic innovation for key business units: Marketing, Commercial, Production, and Media Rights.
- Managed over 300 employees, ensuring operational efficiency and maximizing results.

U.C. SAMPDORIA (Serie A Football) | 07/2014 - 06/2016

MARKETING & COMMERCIAL DIRECTOR

- Defined corporate communication and multi-channel marketing strategies (web, social media, TV).
- Coordinated corporate events and match-day operations (hospitality, ticketing, institutional relations).
- Oversaw commercial partnerships, negotiating key sponsorship deals (e.g., Joma and Parà Tempotest).
- Launched Samp TV, transforming it into a digital platform, anticipating industry trends.

CARITO & PARTNERS FACTORY | 01/2000 - 06/2014

CEO & FOUNDER

- Experience in managing marketing, media, and event projects for corporate and institutional clients of international significance, ensuring measurable high-impact results on a global scale.
- Extensive expertise in the Entertainment, Live Shows, Leisure and Hospitality sectors.

MAJOR INTERNATIONAL SPORTS EVENTS

EVENT DIRECTOR

- 2017 – Italian Open Golf (Monza)
- 2013 – America's Cup World Series (Naples)
- 2010 – Globe Soccer Awards (Dubai)
- 2009 – Opening Ceremony, 13th FINA World Swimming Championships (Rome)

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