



# Andrea Gottardo

## MEDIA RIGHTS & STRATEGY SALES MANAGER

MARKETING AREA, MEDIA RIGHTS & SERVICES

I work closely with both external and internal stakeholders within the football business to support the media rights team in the effective implementation of media rights strategies, ensuring revenue optimization and broad distribution platforms for all club competitions.

## CONTACT DETAILS

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## WHO I AM

Experienced media engineer with a strong technical background and a strategic mindset, currently leading media rights sales and broadcasting processes at Juventus Football Club.

Passionate about the intersection of sport, media, and technology, I help shape the future of football content distribution through innovative rights strategies.

## SKILLS

- Media Rights
- Broadcast Operations
- TV Production
- Teamwork
- Project management
- Flexible and reliable
- Detailed-oriented

## LANGUAGES

- Italian - Native
- English - Advanced
- Spanish - Advanced
- French - Basic

## EDUCATION

**UEFA Certificate in Football Management - IDHEAP**  
Université de Lausanne, Nyon | 2025

**Cinema & Media Engineering - Politecnico di Torino,**  
Torino, IT | BSc 2012, MSc 2015

**Communication & Digital Media - Tecnológico de**  
Monterrey, Queretaro, Mexico | 2014

## WORK EXPERIENCE

**Media Rights & Strategy Sales Manager -**  
**Juventus Football Club - Torino, IT | 2018**

- Managing media rights sales processes and monitoring the exploitation of media rights.
- Supervising the delivery of rights for Lega Serie A and Coppa Italia, managing issues such as requests for contractual amendments, breaches of contract, or scheduling conflicts.
- Overseeing daily archive licensing sales, servicing, contract management, and invoicing.
- Tracking and managing all costs, keeping stakeholders informed, and collaborating with external partners to ensure deadlines are met and budgets are maintained.
- Coordinating and preparing all media operational documentation, technical manuals, guidelines, regulations, checklists, and reports.
- Overseeing host broadcast TV production, unilateral facilities, and signal distribution for all domestic matches.

*Previous roles:*

*Broadcasting & TV Production Officer*  
*Broadcasting & Multimedia Specialist*

**Technical Lead VAR & GLT - Hawk-Eye**  
**Innovations Ltd, Milan/London IT/UK | 2015 - 2018**

Several experiences in leading teams and delivering projects with all the associated tasks and responsibilities across LEGA SERIE A, UEFA, FIFA and CONMEBOL competitions related to GLT and VAR services.

*Previous roles: GLT System Engineer, Systems Lead*

**Media Technology Coordinator - Tecnológico de**  
**Monterrey, Queretaro, Mexico | 2014**

Multimedia campus assistant

**Video Producer - CELM & OndeQuadre, Torino, IT |**  
**2009 - 2014**

Camera operator, editing and post-production.