

Gianluca Santaniello

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Date of birth 29/07/1988 | Nationality Italian Languages Italian (native); English (fluent); Spanish (fluent); French (basic)

PERSONAL INFORMATION

Rolled into football in 2019 during the due diligence and acquisition of Italian football club Venezia FC by VFC Newco. Before, I gained experience at Consulting firms such as BIP, Accenture and KPMG in Advisory and Strategy units. Since the beginning of the Venetian experience, I have been given increasing responsibility within the club, evolving from Chief of Staff to Business Area Director, a position held since 2021. As Business Area Director, I'm tasked with continuing to drive the club's revenue streams development and organisational transformation in line with the club's international brand.

PREFERRED JOB

Looking for a new professional challenge to keep combining my passion for the Beautiful Game with the demands of a sophisticated commercial environment, applying a consulting skillset to solve a range of business challenges.

WORK EXPERIENCE

From November 2021 –

Business Area Director @ Venezia F.C. S.p.A., Venice (ITA)

- Responsible for the overall setup of the Business side of the Club. Oversee revenue streams - Sponsorships, Venue Business and Merchandising - and operations teams (~20 HC).
 - 13mm€ commercial revenues during Serie A 2021/22
 - 9mm€ commercial revenues during Serie B 2022/23
- Coordination of the works and setup of the new commercial offering for the New Training Center (budget of 8mm€) and revamp of the Penzo Stadium after Serie A promotion (budget of 5mm€).
- Representing the Club in League Assemblies and at institutional levels.

From July 2019
to October 2021

GM Assistant and Executive Manager > Chief of Staff @ Venezia F.C.

- Joined Venezia FC as Assistant GM to coordinate the activities related to the due diligence of the Club with internal and external stakeholders.
- Supporting as Chief of Staff the new ownership group settlement, coordinating the setup of the strategic objectives and the design of the New Operating Model of the Club.
- Club's Strategy definition with focus on "premium"/"fashion"/"innovation" branding attitudes on and off the field.

Business Sport Business.

From June 2019
to July 2019

Human Capital Advisory Manager @ KPMG Advisory Italy, Milan (ITA)

- Start-up of a brand-new advisory practice (e.g. Business Plan, New clients, Budgets)
- Offering re-definition of KPMG Human Capital practice for the Milan office.

Business Advisory; Consulting.

From January 2016
to June 2019

Project Manager @ Accenture S.p.A., various countries

Based in Milan with a track record of project delivered across Italy, Türkiye, CEE countries. End-to-end project management and team coordination (up to 7 HCs), from offering to delivery, for Financial Services European groups.

Main projects:

- Design of a new unit defined to serve bank population with People Care "services" through an Agile framework and methodology delivery to main initiatives of the Strategic Plan;
- PMO directly supporting Head of IT in a digital transformation program;
- Data Workstream coordination, quantitative analysis, design thinking workshops;

- Planning & Cost Control analysis across Italy branches and Central and Eastern Europe legal entities;
- Service model definition and digital transformation coordination for European financial leading group in Italy and Türkiye ;
- Functional analysis and business process reengineering for commercial group;
- Benchmarking and organizational sizing of corporate structures post M&A.

Business Advisory; Consulting.

From September 2014
to December 2015

Reporting Specialist @ Business Integration Partners S.p.A., Milan (Italy)

- Delivery of accurate financial/organisational/HR reporting data;
- Managing service reports activities to provide outputs for CEO and MDs reviews and attestation;
- Carry out salary benchmarks to monitor external competitiveness and market trends.
- Create, develop, and update reporting systems for management and various stakeholders.

Business People and Organization; Corporate business functions.

From November 2012
to August 2014

HR&Organization; Compensation Specialist@ Accenture S.p.A., Milan (Italy)

- Define and update local Compensation & Benefit policies, according to central guidelines and in compliance with current regulations.

Business People and Organization; Corporate business functions.

EDUCATION AND TRAINING

June 2019 **Professional SCRUM Master I**
Agile framework certification

From March 2013
to May 2013 **Executive Course in Sport Management**
SDA Bocconi School of Management

From September 2010
to October 2012 **MSc Management**
Bocconi University, Milan (107/110)

From February 2012
to July 2012 **Exchange Program MBA**
IPADE School of Business, Mexico City DF

From September 2007
to October 2010 **BA Management**
Bocconi University, Milan (90/110)

INTERNATIONAL NETWORK

- Venezia FC representative @Soccerex Miami and World Football Summit 2023
- Speaker @RBFA Marketing Forum 2023 – Tubize, 2023
- LaLiga Impulso workshop leader on club's development – Madrid, 2023
- Panelist @Future of Football Business conference by FBIN in Graz (2021, 2022)
-“The positive Effects of external Investors for your Club and what the Risks are”
-“How to organise and lead successful football organisations”
- Speaker @Coliseum Summit Europe – London, 2022 “The Club behind the kit”
- Speaker @Spielmacher Konferenz – Cologne, 2022