

+20 yr Senior Executive in **Sport-Media-Entertainment** industry in STRATEGY, B2B-B2B2C-DTC, PARTNERSHIP, BIZ DEV, DIGITAL, CB GROWTH & ENGAGEMENT, DISTRIBUTION, OTT, REVENUE, MARKETING, CONTENT, INNOVATION



CEO - Managing Director - Chief Revenue - Partnership - Strategy - Biz Development – EVP - SVP - Board Member

- 360° management of the execution of the **M&A operations (DAZN GROUP vs ELEVEN SPORTS GROUP)**: strategic/economic/financial/contracts/P&L analysis, negotiation, closing and delivery of the merge;
- Full **P&L RESPONSIBILITY and ownership of business objectives**, both in complex and established companies as well as fast-growing environments;
- Direct oversight of **MULTIPLE DEPARTMENTS and AREAS of responsibility**: new business & business development, partnership, sales, content, marketing, operations, finance, stakeholders relationship, PR;
- **Business and financial DATA ANALYSIS** to think and execute mid-long-term strategy and take key decisions;
- **C-level experience** in **B2B/B2B2C** for business development, partnership strategy and management, rights evaluation and sales/acquisition, marketing, digital and stakeholders engagement, and in **DTC** for CB acquisition, retention, engagement via different business models;
- Solid background and proven track record as a **RESULT-ORIENTED** professional for STRATEGY, EXECUTION and MEASUREMENT of each task/project;
- Know-how to help Companies and Brands **engaging with their Audience**, expanding in new markets and industries, find new clients, generate new revenues, and establish itself as a **market leader**;
- **NETWORK and relationships** with C-level and decision makers at national & international Brands, Companies, Media, Rights Holders, Clubs, Leagues, Federations, Institutions, Sport & Media Agencies;
- Ability to **HIRE, MOTIVATE, INSPIRE** and **LEAD** multi-functional TEAMS to successfully achieve targets with collab approach, strong leadership, problem-solving and negotiation skills as well as decision-making abilities.

AREAS OF EXPERTISE: PARTNERSHIP - MONETIZATION – CONTENT – DIGITAL - DISTRIBUTION – ENGAGEMENT

ASSET ACQUISITION/MANAGEMENT

- Market potential research & analysis
- Rights Sales & Acquisition process, packaging, tender, negotiation
- Strategic planning and opportunities evaluation
- Contract and assets negotiation for pay/free, excl / non-exclusive, domestic/intl, ...
- Managed deals with Football SERIE A, B, C, Clubs Channels, Copa America, EPL, LaLiga, Basket LBA, FIBA, Euroleague/Cup, BCL, Volley, NFL, Rugby FIR, Fighting, Golf, Sailing, EUROSPOORT, Federations, RedBullTV, Betting

PARTNERSHIP STRATEGY/EXECUTION

- Partners, Sponsors, Brands, Media, TV, OEMs, CTV, OTT, Telco, Gaming, Utilities, Retailers, affiliations, publishers, distribution
- Sports federations, Leagues, Clubs, Associations
- Strategy, execution, measurement
- Sport and media agencies collaboration, local and intl
- Inventory creation / assessment for digital adv & partnership sales
- TIM VODAFONE FASTWEB UNIPOL RED BULL PIRELLI NIKE COCACOLA UPS AMAZON POSTE RAI WBD SKY
- WPP, INFRONT, HAVAS, PWC, KPMG

CONTENT & PROGRAMMING

- Live and VOD content evaluation, programming, production, distribution, measurement
- Live operations, management, partners engagement
- Social media management
- Editorial/talent network
- Branded content and editorial approach
- NEO STUDIOS Giro d'Italia, LUFC, Extreme-E, Maradona
- TEAM WHISTLE No Days Off, Dunk League, podcast
- Broadcaster & Production/remote with EMG, MediaPro, NVP
- Contracts optimization assessment

NEW BUSINESS DEVELOPMENT

- Identify, implement and deliver commercial plans to increase revenues via strategic partnerships, innovative tools and commercial solutions B2B B2B2C:
- Map business potential, create relationship and finalize sales deals
- International business expansion for INTER with glocal partners & new e-commerce plan, "one-stop-shop concept for DAZN-ELEVEN, new business approach F. League

MARKETING & GROWTH STRATEGY

- CB management & analysis
- Digital paid media investment to acquire/engage CB
- Brand positioning and NPS evaluation
- PR and media relationship
- Influencer and communities management
- INTER expansion and relaunch, DAZN & ELEVEN OTT digital platform growth, F. League innovative positioning

DATA & ANALYTIC APPROACH

- Business & financial data analysis for P&L and strategic/BAU decision
- Market research/insights to drive tactical and strategic plans;
- Weekly monthly yearly reporting to Group CEO/Board for Business Reviews, Strategic plans, BDG and REF
- Manage churn, ARPU, tenure, acquisitions, tech & performance data, sales trends, NPS

DAZN GROUP - ELEVEN SPORTS**ELEVEN GROUP CEO ITALY / BOARD MEMBER / LEADERSHIP GLOBAL TEAM MEMBER / SUBS GLOBAL LEAD.****2021-present**

- **Full P&L responsibility / managing +100 staff / +20 rights holders / 7 markets Subscription focus;**
- **DELIVER A NEW PROPOSITION:** Strategy for brand, PR, digital acquisition, social media; new commercial strategy with app and content distribution – CB growth +50% o.w. 60% S 40% M; D2C +100%; B2B + 500%;
- **ON-BOARD NEW CONTENT:** New sports beyond football including basket, rugby, fighting, longtail; new On-Demand proposition; +3,5k live events, +70 journalists; +10 disciplines;
- **LAUNCH A NEW APP/PLATFORM:** Creating a specific product roadmap in order to reach business targets; supporting other territories & businesses within the group – working with HQ tech team and local production companies;
- **CREATE A NEW TEAM:** Dedicated and renewed structure across key functions, Interact with Aser Ventures companies to leverage on different businesses and scale-up opportunities.

ASER VENTURES**GROUP CHIEF REVENUE OFFICER ITALY****2021-present**

- **Responsible for revenue growth, innovation, new business opportunities scouting, strategic partnership development across portfolio's companies;**
- Sponsorship projects for LUFC, distribution deals for NEO STUDIOS, NFTs project for football/basket partners, engagement EPICO PLAY App distribution, relationship building for TEAM WHISTLE proposition with SERIE A.

DAZN GROUP**VICE PRESIDENT COMMERCIAL & PARTNERSHIP ITALY / LEADERSHIP TEAM MEMBER****2018-2020**

- **P&L responsibility / Managing deals +250 ml € revenues, +35ml € partnership budget; 20 pax team;**
- **Lead Commercial and Partnership Teams** with focus on **Revenues, Partnership and Business Development** through strategic deals, in order to distribute and monetize the sport content, supporting the product vision and roadmap on 360° approach;
- Deal with TIM, VODAFONE, FASTWEB, WIND, SKY, EUROSPO, REDBULLTV, EPAY, APPLE, AMAZON, GOOGLE, PS4, X-BOX, SAMSUNG, LG, SONY, HUAWEI, GAZZETTA, RAI, MEDIASET, SERIE A, B, INTL RIGHTS HOLDERS;
- DAZN BEST B2B business region (+40% B2B2C CB).

ITALIAN FOOTBALL LEAGUE - LNPA**CHIEF COMMERCIAL, MEDIA & MARKETING OFFICER****2013-2018**

- **P&L responsibility for all Revenues / Managing deals +100 ml € revenues; 10 pax central team + 22 mktg teams; + 400% commercial revenues; +300% media rights revenues;**
- **Lead Media, Commercial and Marketing Team** in order to maximize commercial revenues, brand appeal and marketing strategy across all projects and territories via innovative "Centralized Partnership & Marketing Platform".

F.C. INTER**GLOBAL COMMERCIAL & MARKETING DIRECTOR / BRAND & BUSINESS DEVELOPMENT****2001-2013**

- **P&L responsibility for commercial and marketing business / Managing deals +35 ml € revenues; 10-20 pax team; new revenues stream generation from scratch;**
- 30 ml € partnership sold/under management; new e-commerce + 450% revenues; +60% licensing revenues; 5 ml/yr € hospitality revenues;
- In charge of all Revenue-Generation and Brand-Building activities at global level;
- In charge of Asia/China plan, reached Club #1 in Asia 2008-09-10; Club's Centenary celebration.

NOLAN GROUP @MOTOGP - SUPERBIKE**SPONSORSHIP & MARKETING MANAGER****1997-2001**

- **Lead the newly created Racing Department for MotoGP & Superbike competitions for Sponsorship and Marketing;**
- PR, hospitality, press office, and business relationship with DORNA, media, teams and riders.

EDUCATION & INFO

- Degree in Law with a specialization in European Community Law @Università Statale di Milano (2000);
- Italian mother language / English fluent / Spanish school;
- Semi-professional in Water-polo, passion for Winter Sports, Snowboarding, Surfing, action-sport, traveling;
- Great team worker and people management; capable of leading and inspiring colleagues, reaching targets on deadlines and performing under pressure;
- Dynamic/curious character with ability of taking own initiative; self starter; open to move abroad.