

+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, EUROSOPORT, 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, EUROSPORT, 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 - LNPI****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.