

Salvatore De Angelis

Global Head of Digital & Creators / Next-Gen BU | Executive Fellow @SDA Bocconi
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Summary

Strategic, commercial and innovation leader with 10 years' experience in digital, strategy consulting, planning and measurement, international team management. Expertise in building and measuring B2C data-led campaigns, sponsorships, Product/Consulting offerings and Sales in sectors such as sports, gaming, entertainment, media, luxury, fashion, while constantly focusing on people development. Proven track record in:

- **Driving organizational, customer-centric, business growth.** Built BU from scratch, now capturing double-digit percentage share of company's revenue, serving 100+ clients globally. Grew a team from 1 to 15 FTE.
- **Providing strategic thinking** by identifying opportunities for growth, leading engagement with clients and thought leadership. Developed and launched the first Nielsen solution for Creator Marketing (InfluenceScope).
- **Guiding global Brands, Rights Holders, Leagues and Platforms** through partnerships, consumer insights and marketing strategies across digital, social, gaming and creator sectors.
- **Fostering learning and innovation:** active role as lecturer, mentor (Startupbootcamp FashionTech), speaker and judge (Influencer Marketing Awards, Ignite Innovation, Esports Awards, Independent Agency Awards).

Experience

Nielsen Sports & Entertainment

Global Head of Digital & Creators Solutions / Next-Gen BU (Social Media, Creators, Gaming)

Responsible for Strategy, Operations, People, Business Development, Product

2023 – Today

- Business Development & Strategic initiatives: own P&L, connect product and sales for GTM Strategy. Led senior partnerships generating +32% upsells; expanded US client base (+20%); and achieved a 72% operative margin.
- Spearheaded the global adoption of InfluenceScope and the launch in the US, acting as the global SME in the field within the company, providing insights and expertise on creator marketing strategies globally.
- Innovation & Product: Implemented a SaaS model for InfluenceScope, resulting in a 35% increase in project throughput. Started a rebuild of Nielsen Video Games Tracking with 3 new features.

SDA Bocconi School of Management

Executive Fellow

2024 –Today

Driving academic enrichment by collaborating with Marketing faculty, bridging industry insights with academia.

- Engage in teaching activities, coordinating and delivering courses, developing materials and guiding students.
- Lead scientific and applied research projects, coordinating and contributing to publications.

Nielsen Sports & Entertainment

Head of Digital Consulting, International (APAC, EMEA, Canada, LATAM)

2020 – 2022

Responsible for Strategy, Project Management & Delivery, People, Business Development

- Led the development and launch of InfluenceScope, the first Nielsen solution for creator marketing, resulting in 50+ new clients, contributing to boost revenue growth by 96%.
- Guided an international team of 15 among directors, account managers, consultants, and analysts.
- Key projects and clients: Scuderia Ferrari, FC Inter Milano, IOC Olympics, FIFA World Cup, Luxottica, Lululemon, Meta, TikTok, Versace, Sony (Gamers, Streamers, Athletes Strategy).

Head of Digital Consulting, Europe & Middle East

2018 – 2020

- Hired across Europe and led a team of 6 among account managers, consultants, and analysts.
- Increased revenue by 37.5% by introducing solutions like Audience Intelligence and Sponsorship Targeting
- Key projects and clients: Manchester City, Tommy Hilfiger (Influencers Strategy), Coca-Cola (Sports & Gaming Campaigns), Formula 1 (Social Media Valuation Framework), Lamborghini, Juventus, Real Madrid, Barcelona.

Repucom (now Nielsen Sports)

Senior Manager, Digital & Social Media Consulting

2016 - 2018

- Hired, developed, and led the Italian team (3).
- Boosted revenue by 72% by introducing solutions like social media Listening and Campaign measurement.

Manager, Digital & Social Media Consulting

2014 - 2016

- Established the Digital Consulting Business Unit and developed the overall strategy in Italy.
- Introduced the first methodology to evaluate ROI of Sports Sponsorships and branded contents on social media.

Education

Bocconi University, Master of Science in "Marketing Management", 2015.

University of Salerno, bachelor's degree in "Business Communications", 2012.