

EXPERIENCE

CHIEF REVENUE OFFICER | 08/2021 to Current

SPEZIA CALCIO (Italian Serie A) – La Spezia, Italy

- Responsible for club's revenue generation from all non-sports related areas, including commercial partnerships, stadium, media rights, licensing and merchandising.
- Responsible for the medium and long-term club's strategic business planning, with a focus on club digitization, stadium renovation, brand positioning, fan engagement and internationalization.
- Oversee commercial, marketing, ticketing, licensing, audiovisual and digital areas.

DIRECTOR, BUSINESS OPERATIONS | 07/2017 to 07/2021

EUROLEAGUE BASKETBALL - Barcelona, Spain

- Promoted the creation and lead the activities of the Business Operations & Club Services (BOCS) division, aimed at guiding the transition of the league and its clubs to a business-oriented model by setting principles, standards, priorities and consultancy on club governance, business planning and revenue-generation areas such as arena lease, game-day, commercial partnerships, licensing and digital.
- Oversee the Euroleague Final Four ticket and premium seating sales strategy and hospitality services.
- Supervise the commercial strategy and coordinate the activities of the Euroleague Basketball office in Beijing, China.
- Supervise long term licensing process for clubs and the development of new franchises within EuroLeague strategic markets (e.g. London, UK and Paris, France).
- Sit in the Board of Directors.

HEAD, BUSINESS DEVELOPMENT | 07/2013 to 07/2017

EUROLEAGUE BASKETBALL - Barcelona, Spain

- Oversee and execute the Final Four ticket sales strategy and operations.
- Leads the activities of the Ticketing Program, a consultancy service for clubs aimed at promoting the adoption of an efficient ticket sales strategy at the club's level.

MANAGER, BUSINESS DEVELOPMENT | 03/2008 to 07/2013

EUROLEAGUE BASKETBALL - Barcelona, Spain

- Managed the relations with one of the four main corporate commercial partners, lead and execute activations.
- Assisted in the creation and execution of Business Development projects.
- Develop plans, programmes and procedures aimed at strengthening relations with the professional basketball community

FINANCIAL ACCOUNTANT & HOTEL CLIENT SERVICES MANAGER | 03/1999 to 09/2007

Various - Italy

EDUCATION

Università Cá Foscari - Venezia, Italy - Master's Degree

Sports Business, **06/2008**

Università Degli Studi Di Firenze - Firenze, Italy - Bachelor's Degree

Economics, **10/2007**

SKILLS

- Italian mother tongue speaks fluent English and Spanish.
- I consider myself an autonomous, adaptable, motivated, results-orientated worker, with international experience gained in a young, dynamic and multicultural environment.
- Frequent traveler in European and non-European countries including China and USA.
- Have dealt with worldwide executives from elite sports and entertainment properties, especially US-based.
- Organized and flexible with strong analytical skills and acute attention to detail.
- Able to multi-task, efficiently lead a team by setting result-orientated objectives and manage a high work volume.
- Speak periodically at international sports business conferences and master classes.