

Name of the Organisation

Position in project	Marketing and events organisation
Surname, First name	Marco Caroli
Organisation	Master Group Sport S.r.l.
Position/Category	General Manager Smartsport Branch
Telephone	

WORK EXPERIENCE

2019-actual:

Managing Director Smartsport, Branch of Master Group Sport Srl

Projects coordinator in sport marketing development, Marketing Director UC Sampdoria (football Serie A), Cooperations with Italian Volleyball women league, Italian basketball Federation, Italian Handball IFederation

2016 – 2019:

Marketing Director UC Sampdoria Spa, Consultant at Lega Serie A Football and Italian Volleyball Men League

2014 – 2016:

Managing Director SmartSport Srl, Project Leader educational projects

2004 - 2014:

Marketing Director UC Sampdoria Spa

2000 - 2004:

Project Leader Italia at Sport+Markt AG Communications Research – Cologne Germany

Other Experience

2008 – 2012 Member of the European Clubs Association (Football)

From 2004: "Lecture" on topics related to Sport Management at: FIFA Masters in Business

Administration, (SDA Bocconi), Master in Sports Management, (University of Milan), Master in SBS (Green Sport / Cà Foscari), Master Management Sports Organizations, (San Marino), Master in Sport management (University of Rome, Rome), Master University Bicocca, Milan

EDUCATIONAL BACKGROUND

Degree in International Relations, Political Science in 1997

PUBLICATIONS

