

MARCO ALOI

PROFESSIONAL CURRICULUM VITAE

Place of birth Napoli, Italy
Birth date January 2, 1972
Current position: Head of Business Area @Legabasket Serie A (www.legabasket.it)
ISL Head of Local @International Swimming League (isl.global)

- 2018-now **Head of Business Area** at LBA Legabasket Serie A and Head of LBA Events for all (Final Eight, Supercup, Next Gen Cup, LBA Awards). Communication, Digital On line and Off line Marketing, Betting & Data rights, Sponsorship Management.
In the last 5 seasons the LBA events increase in term of revenues, ticketing and tv audience. Marco Aloï is still currently in this position managing also the Infront deal
- 2021-now **Head of Local** at ISL International Swimming League. Taking care all logistic, organization, budget responsibility about the 2021 Regular Season in Napoli and Playoffs in Eindhoven (managing 320 swimmers, 80 staff members, ISL family, production team) and broadcasting deals with SKY.
- 2015-2018 **Head of Operations** at VL Pesaro Basketball, one of the historical Italian Club. 3 years of great results, leading national and international companies that are coming and earned the trust of the Club and turnover of nearly two million euro.
New company image, merchandising project, leader of a new sponsorship criteria.
- 2015 **General Manager** in ADN Swim Project the first European project aimed at swimmers to international level. ADN was born in September of 2005 pins from an idea by Andrea Di Nino. This program is aimed at providing all the services necessary for the athletes to compete at a high level. In almost 10 years of life have been 38 medals won in Olympic Games, World and European athletes from A.D.N. Sales, images rights, appearance fee request, are only a side of the job in A.D.N.
- 2013-2015 **Chief Operating Officer** in Sidigas Basketball Avellino
- 2012 **Organizer** of the FED CUP Tennis between Italy and Ukraine, a real success with in two days nearly 10,000 spectators, a record for the event in Italy awarded from ITF (International Tennis Federation), and over 11 hours broadcasted by free RAI TV

- 2009-2013 **Marketing and Sponsorship Director** in Pallacanestro Biella (A League) - Project Manager of Eurocup competition and Venue Manager of the new Biella Arena (5000 seats), the newest in Italy. 4 years of great results, leading national and international companies that are coming and earned the trust of the Club and turnover of nearly two million euro.
- 2008-2009 **Marketing and Sponsorship Director** for Avellino Basketball Club (A League) and Project Manager for Euroleague competition
- 2006-2008 **Marketing and Sponsorship Director** for Napoli Basket Club (A league). In the 2007-08 season the number of sponsor for the Naples Basket resulted in an increase of 20% in terms of turnover, reaching a total of 60 national and international companies. Project Manager for Euroleague competition
- 2003-2006 **Marketing Manager and Export Manager** for Delta srl, an international luxurious and exclusive writing instruments company, leader in several international markets. In a short period succeeds in creating a management and leadership position in top echelon of the company and carrying out a plan of expansion and notoriety of the brand in a different market segment.
- 2000-2003 **Owner** of "ASM" (Aloi Sports Management), company specialized in **Track and Field athletes management**. During its first year, 14 of ASM athletes involved in **2000 Olympic Games in Sidney**.
In the course of the years more than 250 athletes become customers among which Gibilisco, 2003 World Champion, Asafa Powell world record holder in the 100 meters, Brigitte Foster world vice-champion, and many others. Finalizes also important collaboration contracts in development and management consulting with Adidas, Nike, Asics, Oakley, and several other brands.
Great relationship with Sports Marketing brands due my athletes (I was the first manager of "MVP Track and Field Club" based in Kingston under Stephen Francis guide)
Deep relationship with all agents, meet directors, coaches and athletes of IAAF circuit.
- 1997-2000 **Owner** of "Cardio Fit Center", a fitness center in the city of *Formia*, increases the turnover by more than 150% in only 12 months. This was accomplished through a diversification of the offer, the insertion of innovative activities for the territory and a focus in quality and personalization.
- 1988-2000 **National sprinter** (60mt in 6"91 and 100mt in 10"5) **bronze medallist in the 1998 Italian Championships in Rome in 4x100**.
- 1990 **Graduated Liceo Classico** at the Salesiani institute of Vomero in Naples; attended the first 3 years of Naples Engineering University.

SKILLS

DEEP PASSION for SPORT, SPORTS MARKETING and SPORT BIZ

- Excellent knowledge in Basketball, Athletics and Sport in general
- A comprehensive understanding of coaching, sports science and medicine, international competition, talent pathways
- Proven track record in scouting, negotiating, signing, and servicing Clubs, Athletes League, Media, Agents and/or federations managing substantial budgets.
- Excellent analytical, problem solving and decision-making skills, overlaid with high emotional intelligence
- Exceptional work ethic with a strong sense of urgency and direction, having the ability to make difficult decisions and have tough conversations, working with multiple partners, stakeholders and volunteers to achieve success.
- Strong working knowledge of Sports System Integration, including proven ability to manage and deliver against multiple requests.
- Experience in managing a team and working in a multi-national environment.
- Experience in managing budget
- Experience of leading a team operating in high performance sport - demonstrating highly developed leadership and management skills with a proven record of establishing and maintaining a culture of collaboration, team working, innovation and support.
- Understanding of Para sport.
- Strong command of English (written and spoken) and good knowledge of Spanish
- Excellent knowledge of Mac OS system and Office
- Excellent knowledge of CRM processes, Database and SAP processes
- Excellent knowledge of social networks (joined Facebook, Twitter and LinkedIn)
- Propensity to travel worldwide

Marco Aloï
