



Davide Viola

Residence: Milan

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www.davideviola.it
Date of birth: 1973



Professional Profile

Dynamic and flexible professional, with managerial experience in Media (TV, Web, Theatrical) focused on sales.

- Excellent relationship aptitude with company's internal and external actors.
- Results-oriented as well as to the achievement of corporate goals.
- Ability in coordinating his own work team.



Professional Experience

2019 – today **Head of Content, Talksmedia**

Digital advertising agency focused on Branded Content projects on Youtube, Facebook, Instagram

- Development of Branded Content projects for existing clients, acquisition of prospect clients.
- Scouting and development of new talent and new commercial format.

2018 – 2019 **Head of Sales, Web Stars Channel**

Digital media agency focused on creators operating on Youtube, Instagram, Tik Tok.

- Development of sales network and commercial development.

2017 - 2018 **Head of Sales/Account and new business director, Early Morning Digital Agency**

Enlargement of new customers portfolio and development of the product's positioning strategy.

2016 - 2017 **Head of Sales, Media Arts Italia**

Creation, development and selling of edutainment and Corporate Social Responsibility projects.

2013 - 2018 **Co-founder, èPasta, www.epastait.com**

Innovative start-up for which I take care of its marketing, business development and fundraising, èPasta is a project based upon the social inclusion in the labour market for disadvantaged people that received the support of the Inspectorate of Social Politics of Milan Municipality.

2007 - 2013 **Chief Operating Officer, Prima TV**



Tarak Ben Ammar's Holding in Italy, this function refers to CEO of the Group, with responsibilities of Group companies operating in the Digital Terrestrial sector, Cinema and TV:

- DFree: Digital Terrestrial Multiplex that operates in the Pay TV sector distributing the pay channels of Mediaset Premium Gallery:
 - negotiation and drafting of bandwidth lease contract with third parties channels (Disney, Studio Universal, Boing, BBCWorldwide, RTI);
 - preparation of multi-year business plans and monitoring the deviance vs. budget;

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- financing contracts finalized to acquisition transactions;
- management of corporate fulfilments (shareholders meeting, BoD, mergers);

Saving of about 10 mil Euros on negotiations of five years contracts.

- Eagle Pictures: Films Distribution company that operates on the whole chain of film rights (Cinema, Home Video and TV); since 2009 relocated at Rome in order to reorganize and develop the Theatrical Department, consisting of 15 people:
 - reorganization of the department (staff management, operational procedures);
 - management of the department's budget (full expenses about 20 mil Euros);

2004 - 2007 Marketing & Sports rights acquisition Director, Europa TV

Editor for the Ben Ammar Group of the sport themed television channel Sportitalia. This function refers to CEO and Network Director and provides the coordination of a 6 people team:

- management of Sport Rights Budget purchase (about 20 mil Euros) directly following the negotiation of events with the main intermediaries of this sector: Infront MediaPartners, World Wrestling Entertainment, NBA, Sportfive, Trafic, BianchiGroup, Octagon, TWI, IEC, CSI, Top Rank, ITF;
- management of the communication and marketing budget planning the advertising campaigns, creativity, the events and purchases of advertising spaces.
- development of the advertising sales network, of Commercial Policy;
- development of the commercial area of "Special Projects" (+ 60% on the 2006 / 2007 season turnover);

2003 - 2004 Key Account Manager, Mercato Impresa Spa

Company belonging to the UBI Group, Banche Popolari Unite, operating in the field of business services. This function refers to the Marketing and Commercial Director with accountability for:

- developing new business opportunities with customers already focused on corporate saving projects;
- achievement of the turnover objectives and volumes of sales;

2000 - 2004 Business Development manager, Mercato Impresa

In the start-up stage of Mercato Impresa, this function refers to CEO:

- selection of partner companies for the development of the Company and of the services offer as added value;

1999 - 2000 Junior Product Manager, Publitalia '80



- editorial and advertising analysis of Auditel listening data;
- support to the creation of Marketing Policy (listing estimates, catalogues);

This experience focused mainly on Canale 5 and Rete 4.

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Education and Languages

- 2000/2001 Advanced Course in E-Business Management – MIP- Politecnico di Milano
- 1998/1999 Master in Marketing and Corporate Communication - Publitalia '80 - Milano
- 1997 Master Degree in Law - 108/110 - Università degli Studi, Milano
- 1991 Classical High Schools Diploma - Liceo Statale G. Carducci, Milano
- English: excellent both verbal and written



Other

- Diving guide with Divemaster PADI license
- Driver and ambulance Crew chief at p.a. onlus SOS LAMBRATE from 1992 through 2004
- Directive Committee advisor for p.a. onlus SOS LAMBRATE

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