

FIFA MASTER - Monday January the 16th 2023

SPEAKERS:

- **Alessandra Marzari, Physician and Surgeon and President of the Vero Volley Consortium**

President of the Vero Volley Consortium and physician and surgeon in the Emergency Department of the Niguarda Cà Granda Hospital of Milan, specializing in Emergency Surgery and Emergency. In 2007 Alessandra Marzari purchased the historic Volley Milano (known until then as Asystel Volley Milano) and became its President. Mrs. Marzari, assisted by a staff of Managers throughout the years, gradually laid the foundations for a model of management that would in the end lead to the setting up of the Vero Volley Consortium.

- **Francesco Cattaneo, Vero Volley Youth Teams Director**

Francesco Cattaneo began his career at Vero Volley directing the Male Sector of the teams and coaching the ones in the Youth categories. He then proceeded to join the first team as second coach, for the seasons from 2012 and 2018. After his experiences on the playing field, he became Technical Director of Consorzio Vero Volley, with the task of supervising and implementing the activities of training, research and development. From the last season, he manages the relationship between the consortium and the other sports realities and structures in the area (Monza, Milan), focusing on the youth sporting activity.

- **Gianpaolo Martire, Vero Volley Marketing & Sales Director**

Experienced Education Marketing Manager with a background in the sport industry. He is currently the Marketing and Sales Manager of the Vero Volley Consortium. In the past he has worked at various levels in the world of sport: management of venues and sports centers, organization of events, wholesaling and B2C industry linked to sporting goods, sports marketing and welfare projects for companies, seeding and sports crowdfunding. His main skills are related to omnichannel marketing in its various developments of Statistical Modeling, CRM, Sales Management, Ticketing, Proximity marketing, Live UX Models.

- **Dario Keller, Vero Volley Communication Director**

Dario Keller, born in 1975, professional journalist. He has been engaged in the world of communication for almost thirty years, as well as publishing and marketing at all its levels, with different and numerous experiences. He worked as a journalist for about 20 years, experiencing as a protagonist the transition from traditional to digital media. Dario has also been responsible for a

communication agency for over 10 years. Today, he is the communication manager for the Vero Volley Consortium and the director in charge of the Volley News newspaper. A great sports fan, he can boast an experience as a coach in volleyball that has led him to coach in the maximum league for four seasons and numerous titles in the youth sector.

- **Claudio Bonati, Vero Volley Sport Director**

Ex-player (he debuted in the top series when he was just 16, playing at top level for 15 seasons straight, in which he scored more than 10.000 points), he had a significant career in the different clubs where he played and with the Italian National Team. He has been trained by some of the greatest coaches in volley's history. As Sport Director he is leading the Consortium towards an international perspective, both in the male and in the female sector.

- **Jordan Larson, Vero Volley Milano Player**

Jordan Quinn "Governor" Larson is an American volleyball player, specifically an outside hitter. Larson is a three-time Olympic medalist: she won gold with the national team at the 2014 World Championship, the Rimini Volleyball Nations League, and the 2020 Tokyo Summer Olympics, silver at the 2012 London Summer Olympics, and bronze at the 2016 Rio Olympic Games. Her 2020 Olympics win allowed her to complete the trifecta of winning an Olympic bronze, silver, and gold medal. After playing in Vero Volley in the 2021/22 season, in which the team scored the 2nd place in the Italian Championship, she retired briefly from playing just to come back for another season with the Vero Volley team!

- **Georg Grozer, Vero Volley Monza Player**

Georg Grozer, "the man with the hammer", is a German volleyball player of Hungarian origin, a member of the Germany men's national volleyball team and Italian club Vero Volley Monza, a bronze medalist of the 2014 World Championship, two-time German Champion (2009, 2010), Polish Champion (2012), Russian Champion (2013), Chinese Champion (2017). He's currently playing his second season in Monza. With the Vero Volley team he won the 2021/2022 Cev Cup Challenge.