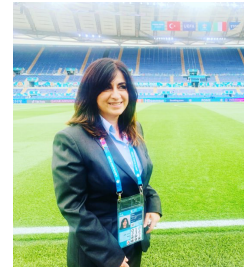


Eleonora Sirtori

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Sport Event Management | Venue Operations | Project Management | Training & Development

A results-driven professional with extensive experience providing operational support for major international events, specializing in project management, coordination, venue operations, and training. With a proven track record in high-profile events such as UEFA EURO 2020 and the Summer and Winter Olympics, I have consistently delivered successful short- and medium-term projects. Known for quickly grasping new concepts and developing creative, innovative solutions to complex challenges, I excel in coaching and empowering both paid staff and volunteers to reach their full potential. My leadership ensures teams contribute meaningfully to operational success while fostering an environment of collaboration, motivation, and high performance.

Areas of Emphasis

Project Management & Coordination: Extensive experience in planning, executing, and overseeing projects, ensuring timely delivery, quality results, and effective use of resources.

Event Services Management: Expertise in overseeing all aspects of event services, from planning to execution, with a focus on customer satisfaction and operational efficiency.

Stakeholder Management & Partnerships: Skilled in cultivating relationships with stakeholders, sponsors, and partners to drive collaboration, engagement, and mutual success.

Staff & Volunteer Management: Proven ability to lead, train, and motivate staff and volunteers, ensuring smooth event operations and fostering a positive work environment.

Multilingual Communication: Fluent in Italian, English, and Spanish, with the ability to communicate effectively in diverse, multicultural environments.

Professional Experience

Milano Cortina 2026 Winter Olympic Games – Milan, Italy
Head of People Journey, Training, and Project Management

Key Duties and Responsibilities:

Leading large-scale training programs for international sporting events, aligning with event objectives and global needs. Overseeing stakeholder collaboration, program delivery, and budget management to ensure efficiency and continuous improvement.

- **Spearhead** the development and delivery of comprehensive training plans, integrating e-learning modules through an LMS platform and ensuring alignment with event goals.
- **Lead** cross-functional teams and collaborate with global stakeholders to assess training needs, ensuring consistency across regions and client groups.
- **Manage** training schedules, resources, and budgets, driving efficient delivery while maintaining high-quality standards across in-person and e-learning formats.
- **Monitor** program progress, manage risks, and implement corrective actions to ensure successful training outcomes and continuous improvement.

Milano Cortina 2026 Winter Olympic Games – Milan, Italy
Planning & Coordination PMO & Venue PMO, 2023 at Feb 2025

Key Duties and Responsibilities: Collaborated with the Milano Cortina 2026 Planning & Coordination Office to support 14 key Venue Operations functional areas—including Sport, Games Services, NCS, Accreditation, Transport, Logistics, Event Services, Security, F&B, and Accommodation—ensuring seamless integration and alignment across departments.

- **Coordinated** efforts across various departments, aligning projects with organizational objectives and ensuring on-time delivery.
- **Led and supervised** a team of 5 PMOs: Managed a team of 5 Project Management Officers, optimizing workflows, improving resource allocation, and ensuring consistent project delivery. Fostered strong team collaboration and communication.
- **Maintained** regular communication with stakeholders, providing progress updates and addressing risks or issues to ensure timely resolutions.
- **Established** and upheld project standards, ensuring compliance with International Olympic Committee (IOC) guidelines and best practices.
- **Led** the planning and development of 800+ games-time policies and procedures, creating comprehensive guidelines for efficient event operations.

UEFA EURO 2020 – Nyon, Switzerland

Venue Operations Training Specialist, 2019 to 2021 (freelance 2022)

Key Duties and Responsibilities: Ensured the streamlined function of Venue Operations, providing key support and facilitation for management through strategic training, e-learning, and program development. Provided crucial support for project leaders, enabling teams to successfully execute complex, multi-phase event and training initiatives.

Key Achievements and Accomplishments:

- **Expertly facilitated** coordination for multiple e-learning module training projects, including Stewards training (delivered to 40K staff and volunteers across 11 venues) and a COVID-19 Briefing (delivered to 100K+ staff and volunteers).
- **Achieved successful project operations**, collaborating with developers to facilitate the creation of critical training session tools, providing key insights into use and performance to steer project operations.
- **Catalyzed the delivery** of key event reporting and team requirement needs, managing the complex ERT, leading the planning, creation, and implementation of more than 30 projects while governing end-to-end event reporting.
- **Cultivated world-class staff expertise** in project management tools, developing strategic training plans to enhance capabilities.
- **Delivered major events**, serving as Facilitator for Venue Team Tabletops, and Simulations.

UEFA EURO 2020 – Rome, Italy

Match Manager Assistant, 2021

Key Duties and Responsibilities: Ensured the delivery of top-tier Match events, collaborating with teams, referees, and sport federations to coordinate the project management of all match requirements. Unified teams, planned project execution schedules, and ensured communication across lines of responsibility to deliver streamlined match operations across four matches.

Key Achievements and Accomplishments:

- **Achieved world-class match events**, supporting match organisation functions across four matches, aligning all tasks, processes, and requirements with company's standards.
- **Adeptly ensured streamlined match operations**, partnering directly with the Match Manager to facilitate matches, project manage all tasks, and oversee teams and processes.

Deputy Director, Venue Operations Manager & Project Manager Recruitment

UK Pavilion Expo Milan – Milan, Italy | 2014 to 2015

Key Duties and Responsibilities:

Led UK Pavilion operations, coordinating all aspects of event management and venue functions to deliver

exceptional experiences. Managed recruitment for Expo Milan, overseeing the full cycle of recruitment, onboarding, and training.

- Directed daily compliance meetings with Expo authorities and UK Trade and Investment, overseeing organizational arrangements and event execution.
- Managed venue operations, including security, catering, accreditation, tech, and health & safety, ensuring seamless event delivery.
- Oversaw a 2K+-role recruitment project, ensuring alignment with business needs and the successful acquisition of top talent for Expo operations.

Wembley Stadium London 2012 Olympic Games – London, UK
Event Services Venue Manager, 2012

Key Duties and Responsibilities:

Led event services operations at Wembley Stadium, overseeing all venue functions to ensure exceptional guest and spectator experiences during the Olympic Games.

- Developed and maintained key communication channels between the Olympic Committee, stadium owners, and stakeholders, ensuring efficient event execution.
- Fostered a collaborative environment, uniting stadium staff, licensing authorities, government, and local agencies for seamless coordination.
- Provided leadership vision in defining operational requirements, facilitating workshops, simulations, and exercises with key leadership teams.
- Created and maintained detailed operational documents, including schedules, workflows, status reports, and presentations, ensuring alignment with venue and event goals.

Additional Experience

Project Manager Specialist, MCI Group, Geneva, Switzerland, 2023
Training & Development Manager, Costa Crociere, Genoa, Italy 2019
Guest Services/Front of House Operations, Olympic Games Sochi, CoSport & Jet Sport Hospitality 2014
VIP Hospitality Programme Ticket Manager, Glasgow 2014 Commonwealth Games, iLUKA
Event Services Cluster Manager, Arab Games, Qatar Olympic Committee, Doha 2011, Qatar
Event Services Cluster Manager, Football Asian Cup 2010, Doha, Qatar
Sponsor Area Manager, Casa Italia CONI, Winter Olympic Games Vancouver 2010
Event Services Specialist, World Youth Day Sydney 2008, Sydney, Australia
Spectator Services Venue Manager, Doha Asian Games 2006, Doha, Qatar
Spectator Services Venue Manager, Turin 2006 Winter Olympic Games, Turin, Italy
Press Officer, Mac Events, Genoa, Italy
Guest Services & Hospitality, Walt Disney World, Orlando, USA

Educational Background

MA in Contemporary History, University of Genoa, Italy
BA (Hons) in Humanistic Studies, Spanish Language,
University of Deusto, Bilbao, Spain

IT Skills

Microsoft Office Suite: Advanced skills in Word, Excel, PowerPoint, and Outlook

Certifications

Football Performance and Leadership Training (FIGC), Coverciano, Florence, Italy
Advanced Project Management with Generative AI, Sole 24 ORE
Master Project Management, Sciaky Europe Business School, Milan, Italy
Google Project Management Certificate
Master Facilitator Programme, Master Trainer Institute, Geneva, Switzerland
Train the Trainer, Master Trainer Institute, Geneva, Switzerland