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Curriculum Vitae

Alessandro R. Anastasio was born February 9, 1982 in Walenstadt, Switzerland. He was awarded the Swiss Federal Degree in Economics & Law from the Gymnasium in St. Gallen in 2002. His matura paper about 'The Presidential Election 2000 in the United States of America' (personal interaction with the Honourable Al Gore, former Vice President and presidential candidate of the United States of America) was awarded with distinction and best of year 2002.

Alessandro R. Anastasio completed his M.Sc. in Business Administration from the University of Wales, UK and GSBA Zurich, Switzerland before being accepted as a PhD researcher at Leiden University, The Netherlands in 2008.

Alessandro Anastasio started his career at Expo.02, a large once-in-a-generation Swiss national exhibition project, before he travelled round the world. He then moved to Los Angeles, US to study English and Political Science (proficiency) at Santa Monica College, US.

Back in Switzerland in late 2003, he was accepted into the prestigious program UBS Banking and Financial Training for High School Graduates in Zurich, Switzerland, which he completed in 2005 and was awarded the European Foundation Certificate in Banking of the Swiss Bankers Association. In 2005 he took on a position as Project Manager at Octagon, part of the leading marketing services Interpublic Group of Companies (IPG).

In his position he participated in the building of the marketing and brand development master plan for World Expo 2010 Shanghai, China, which allowed him to spend several months in Shanghai, China. Additionally he acquired sponsors for the Women's Economic Forum in Milan, Italy and developed a new sponsorship structure for the Swiss Leadership Forum in Zurich, Switzerland. In 2007 he accepted his position as Head of Sponsoring & Events of the Swiss Sailing Federation in Berne, Switzerland, where he successfully acquired partners and realized the America's Cup hospitality program for the sponsors in Valencia. In 2009 he was appointed Head of Marketing at Zipangu, a luxury brand company in Switzerland.

Besides his overall responsibility for the marketing and sales department he developed and implemented a new marketing strategy including the implementation of the new global brand.

In 2012 he joined Julius Baer being responsible for Marketing Zurich & Eastern Switzerland, planning, implementing and controlling high-end key sponsoring and client events besides other marketing related matters.

He was appointed Global Head of Sponsoring & Events of Julius Baer in 2013 and developed, planned, realized and followed up events and sponsoring platforms with superregional interest in the fields business, sport, culture and lifestyle.

From 2014–2017 Alessandro Anastasio established and managed the department and its team as Head of Project Office within Marketing. He completely redesigned the Gen-Y Initiative (UHNWI marketing program for

the next generation of clients) into a highly successful program and conceptually solid initiative with strong NNM and revenue impact. The position included the leading of young talents newly joining the Bank.

Alessandro Anastasio was in charge of the Project Management Office and as part of the Operating Committee of the Next Generation Summits in London, Singapore, Hong Kong, Shanghai and Zurich. Taking on the additional role as Head of Business Management, he was responsible for the redesign and management of policies, contracts, budget and cost control and ensured legal and compliance requirements were met.

Alessandro Anastasio has been intensively involved within Marketing Management developing and leading UHNWI marketing initiatives (e.g. Gen-Y Investment Workshops, Annual Global Gen-Y Reunions besides others) and has to date created and maintained a global network of more than 420 UHNWI (millennials) since he started at Julius Baer in 2012. Alessandro Anastasio is also an active speaker at conferences and seminars on marketing topics related to his expertise.