



# **ROBERTO PINTO** **DA SILVA JUNIOR**

*"The formation of ideas, concepts into reality"*

**THE striker**  
— SOCCER NEWS —

Executive Director  
*(Soccer News Media)*



General Manager  
*(Football Team in the USA)*



Director of Private and Special Events  
*(Formula 1 race track)*



Assistant Director  
*(40-day Fall Event)*



Head of Operations  
*(Football team in Brazil)*



Football and Events Director  
*(Events Agency owned by Globo TV Group)*



Responsible for Marketing and Commercial areas  
*(Football teams in Brazil)*

\*Worked for Traffic Sports. Traffic Sports owned 100% of the Marketing rights for Fluminense.

# WHO IS ROBERTO?

PASSIONATE ABOUT PEOPLE, INNOVATION, EVENTS AND SPORTS.

EXPERIENCE WITH ALL DIFFERENT LEVELS OF THE ENTERTAINMENT BUSINESS:

- EVENTS MANAGEMENT
- SPORTS FRANCHISE START-UP
- SITE SELECTION
- STADIUM CONSTRUCTION
- MARKETING & COMMERCIAL PLANNING
- SPORTS EVENTS
- PRESS RELATIONSHIPS
- PROJECT MANAGEMENT
- BROADCASTING
- ADVERTISING CAMPAIGNS
- PARTNERSHIPS
- SPONSORSHIPS
- TICKET SALES
- PLAYERS AND TEAM MANAGEMENT
- PLAYERS CONTRACTS
- TEAM PLANNING
- BUDGETING
- FAN RETENTION AND GROWTH
- GAME DAY OPERATIONS
- PEOPLE MANAGEMENT
- MERCHANDISING





# BOLD STADIUM

**THE NEED**  
THE LOCAL SECOND DIVISION TEAM IN AUSTIN, TEXAS NEEDED A PLACE TO PLAY ITS GAMES (USL CHAMPIONSHIP).

**THE SOLUTION**  
BUILD THE FIRST EVER FOOTBALL STADIUM INSIDE A FORMULA 1 TRACK.

**THE RESULTS**  
STADIUM FOR 5,000 PEOPLE DEVELOPED AND BUILT IN LESS THAN ONE YEAR, WITHIN BUDGET OF USD 6M.

**MY ROLE**  
AS THE GENERAL MANAGER OF THE CLUB, I WAS RESPONSIBLE FOR THE SITE SELECTION, STADIUM DESIGN, GENERAL CONTRACTOR HIRING AND CONSTRUCTION SUPERVISION. DURING MY GM ROLE I WAS ALSO ABLE TO HIRE AND SIGN FOR THE CLUB DARIO CONCA (ONCE 3RD HIGHEST SALARY IN THE WORLD BEHIND MESSI AND CRISTIANO RONALDO), EDSON BRAAFHEID (DUTCH INTERNATIONAL WHO PLAYED THE FINAL OF THE 2010 WORLD CUP) AND MANY OTHER STARS TO PLAY IN A SECOND DIVISION TEAM IN THE USA.





# WINTER WONDERLAND



## THE NEED

CIRCUIT OF THE AMERICAS , THE FORMULA 1 RACE TRACK IN THE USA, WAS NOT USED DURING THE WINTER MONTHS AND NEEDED TO GENERATE I) FOOT TRAFFIC; II) SPONSORSHIP EXPOSURE; III) REVENUE.



## THE SOLUTION

CREATE A HOLIDAY FESTIVAL WITH CHRISTMAS LIGHTS, CARNIVAL RIDES, PETTING ZOO, SKATE RINK, FOOD AND BEVERAGES.



## THE RESULTS

THE EVENT NOW CALLED PEPPERMINT PARKWAY HAS EXISTED SINCE IT WAS CREATED IN 2017. IN ITS FIRST YEAR WINTER WONDERLAND HAD 72K VISITORS WITH A TICKET REVENUE OF OVER USD 1M AND OVER USD 3M TOTAL REVENUE.



## MY ROLE

I WAS RESPONSIBLE FOR THE IDEATION OF THE EVENT, MARKET RESEARCH, VENDOR AND PARTNER SELECTION AND NEGOTIATION, AND EVENT EXECUTION.



# BIKE NIGHT



## THE NEED

CIRCUIT OF THE AMERICAS NEEDED TO IMPROVE THE RELATIONSHIP OF THE VENUE AND ITS BRAND WITH THE COMMUNITY.



## THE SOLUTION

OPEN THE RACETRACK FOR WEEKLY SAFE BIKE RIDES FOR THE COMMUNITY.



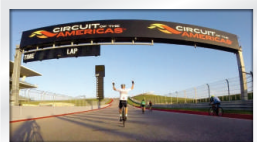
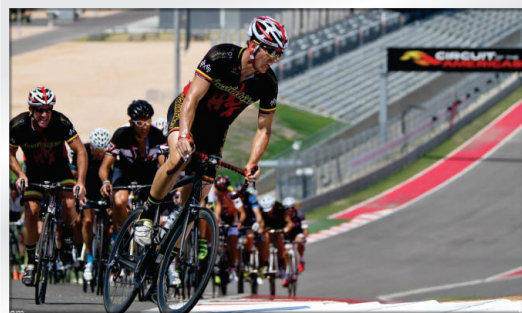
## THE RESULTS

WITH AN AVERAGE OF MORE THAN ONE THOUSAND BIKERS PER WEEK, AND VERY QUALITY EXPOSURE OF THE TRACK IN THE LOCAL MEDIA, THE EVENT BECAME A TRADITION IN AUSTIN SINCE ITS INCEPTION IN 2017.



## MY ROLE

I WAS RESPONSIBLE FOR THE IDEATION OF THE EVENT, VENDOR AND PARTNER SELECTION AND NEGOTIATION, AND EVENT EXECUTION.





# FLAMENGO IN BRASILIA



## THE NEED

WITHOUT THE MARACANÃ STADIUM WHICH WAS CLOSED DUE TO REMODELING FOR THE 2014 WORLD CUP, FROM 2010 TO 2012 FLAMENGO HAD ITS WORST ATTENDANCE IN MORE THAN TWO DECADES.



## THE SOLUTION

MOVE ALL FLAMENGO GAMES TO BRASILIA AND USE THE BRAND-NEW WORLD CUP STADIUM MANE GARRINCHA.



## THE RESULTS

FLAMENGO ATTENDANCE IN 2013 WAS THREE TIMES HIGHER THAN IN 2012.



## MY ROLE

I WAS RESPONSIBLE FOR 100% OF THE STADIUM OPERATIONS, INCLUDING BUT NOT LIMITED TO: TICKET SALES, STADIUM PREPARATION AND CLEANING, SECURITY INSIDE AND OUTSIDE OF STADIUM, FOOD AND BEVERAGE, PR AND MEDIA RELATIONS, LOCAL TEAM LOGISTICS AND MORE.



# TRICOLOR EM TODA TERRA AND WE ARE THE HISTORY



## THE NEED

CREATE A CONNECTION TO THE FAN BASE, LOCALLY, NATIONALLY AND INTERNATIONALLY, WITH THE CLUB.



## THE SOLUTION

"TRICOLOR EM TODA TERRA" WAS A SERIES OF THEMED EVENTS ORGANIZED BY THE CLUB DURING AWAY MATCHES, ALLOWING THE CLUB TO CONNECT WITH LOCAL AND TRAVELLING FANS. THE EVENTS INCLUDED FORMER AND CURRENT PLAYERS AND COACHING STAFF AND THE EXECUTIVE BOARD OF THE CLUB. AT THE SAME TIME, WE WERE EDUCATING THE FAN BASE ABOUT THE IMPORTANCE OF THE CLUB'S HISTORY BUILDING FOOTBALL IN BRAZIL ("FLUMINENSE, WE ARE THE HISTORY").



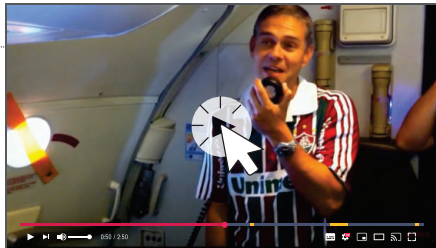
## THE RESULTS

WE STARTED THESE EVENTS IN 2011 AND THE CLUB STILL DOES THEM. SEVERAL TIMES WE CHARTERED PLANES FOR FANS TO TRAVEL INTERNATIONALLY FOR THE CLUB'S GAMES ABROAD.

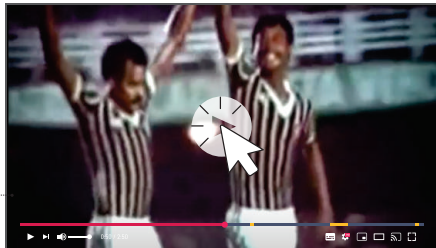


## MY ROLE

AS HEAD OF MARKETING AND SALES FOR THE CLUB, ALL EVENTS AND REVENUE GENERATIONS OF THE CLUB WERE UNDER MY UMBRELLA. MY TEAM AND I DEVELOPED ALL ACTIVATIONS RELATED TO THIS EVENT AND ALL OF THEM HAD TO BE SELF-SUSTAINED AS THERE WAS NO ACTIVATION BUDGET FOR THE EVENTS.



CLICK TO WATCH THE VIDEO



CLICK TO WATCH THE VIDEO



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**GEO**  
EVENTOS

# DESPEDIDA SAO MARCOS



## THE NEED

THE RETIREMENT CELEBRATION OF MARCOS, PALMEIRAS' GREATEST IDOL AND THE GOALKEEPER OF THE BRAZIL TEAM THAT WON THE 2002 WORLD CUP.



## THE SOLUTION

WE ACQUIRED THE RIGHTS FROM THE PLAYER AND THE CLUB AND DEVELOPED A SERIES OF EVENTS TO CELEBRATE "SAINT MARCOS", HIS NICKNAME BECAUSE HE WOULD MAKE MIRACLES UNDER THE GOAL POSTS, INCLUDING HIS FINAL TRIBUTE GAME BETWEEN BRAZIL OF 2002 AND PALMEIRAS OF 1999 (LIBERTADORES DA AMERICA CHAMPIONS).



## THE RESULTS

BESIDES THE AMAZING BRAND EXPOSURE OVER THE SPAN OF SEVERAL MONTHS, THE EVENT HAD A LIVE BROADCAST FROM ONE OF BRAZIL'S MAJOR NETWORKS, AND MORE THAN 40,000 PEOPLE ATTENDED THE FINAL GAME THAT HAD PLAYERS INCLUDING RONALDO, CAFU, BELETTI, EDMUNDO AND OTHERS AND GENERATED A REVENUE OF OVER R\$3M AND A PROFIT OF R\$1.8M (USD 1.1M).



## MY ROLE

AS FOOTBALL DIRECTOR OF THE AGENCY, I NEGOTIATED THE RIGHTS FOR THE EVENT AND WAS THE LEADER OF THE IDEATION AND EXECUTION OF THE EVENTS WITH THE SUPPORT OF OTHER DEPARTMENTS LIKE CREATION, SALES, LEGAL AND OTHERS.





# FUTEBOL RUN

timão  palmeiras  tricolor  santos 



## THE NEED

CREATE EVENTS USING THE BRANDS OF THE MAJOR BRAZILIAN FOOTBALL CLUBS.



## THE SOLUTION

A SERIES OF STREET RACES (8K AND 4K) WITH A FOOTBALL THEME, "FUTEBOL RUN", WITH A SPECIFIC EVENT FOR EACH ONE OF THE 4 BIGGEST CLUBS IN SAO PAULO: TIMAO RUN, PALMEIRAS RUN, TRICOLOR RUN AND SANTOS RUN.



## THE RESULTS

THE EVENTS HAD EXCELLENT RESULTS IN BRAND EXPOSURE, FAN RELATIONSHIPS AND PROFITABILITY FOR BOTH THE AGENCY AND THE CLUBS. MORE THAN 3 MILLION PEOPLE IMPACTED BY EACH OF THE RACES.



## MY ROLE

AS FOOTBALL DIRECTOR OF THE AGENCY, I NEGOTIATED THE RIGHTS FOR THE EVENT AND WAS THE LEADER OF THE IDEATION AND EXECUTION OF THE EVENTS WITH THE SUPPORT OF OTHER DEPARTMENTS LIKE CREATION, SALES, LEGAL AND OTHERS.



CLICK TO WATCH THE VIDEO



**GEO**  
EVENTOS

# COXA DE BERÇO (COXA SINCE THE CRIB)



## THE NEED

BRING FAMILIES TO CONNECT WITH CORITIBA FOOT BALL CLUB DURING THE CLUB'S 100TH ANNIVERSARY CELEBRATION.



## THE SOLUTION

USING A STREET TEAM, FOR EVERY KID THAT WAS BORN IN OCTOBER OF 2009, MONTH OF THE 100TH ANNIVERSARY, UPON A REQUEST TO THE CLUB CALL CENTER, THE MASCOT OF THE CLUB VOVO COXA (GRANPA COXA) WOULD VISIT THE MATERNITY WHERE THE CHILD WAS BORN AND GIVE A BRANDED WELCOME KIT CONTAINING A WELCOME SIGN TO BE HANGED AT THE DOOR OF THE HOSPITAL ROOM, A CORITIBA BIRTH CERTIFICATE AND A BABY GIFT. ON OCTOBER 2010 WE INVITE ALL THE FAMILIES THAT PARTICIPATED TO A GAME TO CELEBRATE THE KIDS' FIRST BIRTHDAY DURING THAT GAME WE CREATED A SPECIAL AREA FOR THE PARENTS TO ENJOY THE GAME WITH AMENITIES THAT SUITED FAMILIES WITH YOUNG KIDS.



## THE RESULTS

OVER 500 FAMILIES IMPACTED BESIDES THE EXPOSURE ON LOCAL MEDIA OUTLETS.



## MY ROLE

AS HEAD OF MARKETING AND SALES FOR THE CLUB, ALL EVENTS AND REVENUE GENERATIONS OF THE CLUB WERE UNDER MY UMBRELLA. MY TEAM AND I DEVELOPED ALL ACTIVATIONS RELATED TO THIS EVENT WITH NO INVESTMENT FROM THE CLUB, WHICH FORCED MYSELF AND MY TEAM FIND CREATIVE SOLUTIONS AND REVENUES FOR EVERY ACTIVATION IT WAS DONE BY THE CLUB.





# PORQUE EU AMO SER CORITIBA AND UM AMOR, UM LUGAR



## THE NEED

CORITIBA WAS RELEGATED TO THE SECOND DIVISION AND PUNISHED WITH A 20-GAME STADIUM SUSPENSION AS PUNISHMENT FOR A FIELD INVASION BY THE FANS. THE FORECAST OF TICKET REVENUE (GAME DAY AND SEASON TICKETS) WAS VERY BAD.

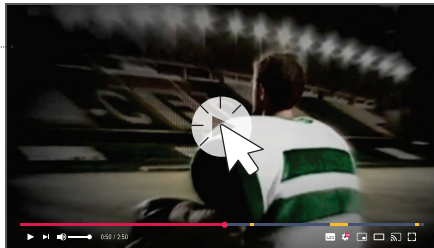
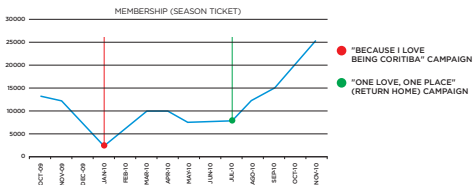


## THE SOLUTION

WE CREATED A SERIES OF ACTIONS THAT BROUGHT OUT THE PRIDE OF THE FANS TO BE PART OF THE CLUB IN SUCH A DIFFICULT MOMENT. STARTED WITH A CAMPAIGN THAT EXPRESSED THE LOVE THAT THE FANS HAD FOR THE CLUB, AND THAT THEY WERE NOT ALONE. CULMINATED WITH A COUNTDOWN CAMPAIGN FOR THE RETURN OF THE TEAM TO PLAY AGAIN AT COUTO PEREIRA STADIUM.



## THE RESULTS



CLICK TO WATCH THE VIDEO



CLICK TO WATCH THE VIDEO

# THE STRIKER SOCCER NEWS



THE **striker**  
— SOCCER NEWS —



## THE NEED

WITH THE GROWTH OF FOOTBALL (SOCCER) IN THE USA AND A LACK OF NEWS COVERAGE FROM THE MAINSTREAM MEDIA, THE SPORT WAS IN NEED OF A NEW PLATFORM.



## THE SOLUTION

CREATE A SOCCER NEWS PLATFORM (WEB, IOS AND ANDROID) WITH A WELL-STRUCTURED EDITORIAL AREA, COVERING THE GAME LOCALLY WITH A FOCUS ON MLS, NWSL, USL AND THE NORTH AMERICAN NATIONAL TEAMS (USA, MEXICO AND CANADA).



## THE RESULTS

ONBOARDED 1K+ PAID SUBSCRIBERS, INCREASE REVENUE BY 90%+ FROM YEAR ONE TO YEAR TWO, WITH 300K+ USERS AND 1M+ PAGE VIEWS IN JUST TWO YEARS FROM LAUNCH.



## MY ROLE

WITH MY CO-FOUNDERS I WAS RESPONSIBLE FOR THE IDEATION, MARKET RESEARCH, VENDOR AND PARTNER SELECTION, HIRING THE WORKFORCE (INCLUDING JOURNALISTS) AND IMPLEMENT PRODUCT AND ADMINISTRATIVE DUTIES OF THE ORGANIZATION.



# PUMPKIN NIGHTS

**THE EVENT**  
PUMPKIN NIGHTS IS A 40-DAY EVENT THAT ATTRACTS OVER 3,000 ATTENDEES NIGHTLY, OFFERING A CAPTIVATING AND FAMILY-FRIENDLY HALLOWEEN ENVIRONMENT. FEATURING FESTIVALS, ARTS, ARTISTS, AND MORE, THE EVENT PREVIOUSLY TOOK PLACE IN 6 CITIES BEFORE THE PANDEMIC AND IS NOW HOSTED IN AUSTIN AND DALLAS, WITH PLANS FOR EXPANSION IN THE COMING YEARS.

**THE NEED**  
PUMPKIN NIGHTS REQUIRED THE PREPARATION AND TRAINING OF NEW DIRECTORS FOR UPCOMING EXPANSION CITIES.

**MY ROLE**  
DIFFERING FROM OTHER PROJECTS WHERE I DEVELOPED AND IMPLEMENTED INITIATIVES, I WAS BROUGHT IN TO ASSIST IN THE MANAGEMENT OF AN ALREADY SUCCESSFUL EVENT. IN 2023, I SUPPORTED THE CURRENT AUSTIN DIRECTOR IN OVERSEEING ALL ASPECTS OF THE EVENT, INCLUDING SET-UP, DAILY OPERATIONS, AND TAKE-DOWN. THIS WAS IN PREPARATION FOR EVENTUALLY MANAGING ONE OF THE CITIES IN THE UPCOMING YEARS.





# THANK YOU

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