

Loiacono Desires to Use His C-Level Influence and Marketing Skills to Support Objectives and Unrealized Revenue Goals of an Industry Leader.



Why Europe and Middle East? *by Tony Loiacono*

Named “Top 100 Marketing Executives” by Advertising Age, Tony Loiacono has vast experience in three unique realms of Sports, Entertainment, Corporate Compliance and Governance. Known as a consummate brand builder and television producer. Loiacono has synergistically weaved together his brand-driven approach with award winning campaigns for a multitude of both product and service oriented Fortune 500 companies as well as his personal endeavors.

Loiacono is a dual citizen and has worked with the every Professional League and Most Hollywood Studio’s. He has a vast number of C-Level and A-List Celebrity relationships.

It is time for a new challenge.

Loiacono is known for brand building and sales activations to the trade (B2B) and consumer (B2C) channels. Technology is a strong suits working for the last ten years advising CEO’s and CMO’s on the use of digital technologies for Verizon, Vodafone and Cisco on proven technologies, technologies that are growing ever confusing to typical CMO’s.

A large, stylized handwritten signature of Tony Loiacono in black ink. The signature is written in a cursive, flowing style, with the name 'Tony' clearly legible. Below the signature is a simple smiley face drawn with a few lines.

Tony Loiacono

1/8/2020

PROPRIETARY & CONFIDENTIAL

Loiacono's Professional Sports Work Includes but is not limited to Direct with Michael Jordan, Jermaine O'Neal, Shaquille O'Neal, Allan Houston, NBA Store and NBA C-Level Executives



David Falk, Michael's Agent for decades, and Loiacono noodled this billboard campaign on a napkin at the Carlsbad Airport Restaurant in 1991. It created controversy worldwide. It lit up [UpperDeck](#) NBA product sales in 1991. It led to Loiacono being named to Top 100 Marketing Executives by Advertising Age.



Loiacono worked hand-in-hand with an All-Star Team in the development of the Connected Shoe with Verizon and Vodafone Innovation Centers. A shoe was a showcase in the **CES Verizon Innovation** Presentations as well as featured globally with Vodafone. Think Wearables!



2019 - NBA All-Star Allan Houston Loiacono Advisor & Executive Producer

As a Senior Advisor to NBA All-Star Allan Houston, Loiacono has developed several programs and co-created the FISLL Training Program support the FISLL Project. The program is sponsored by Rawlings and Cigna benefiting at-risk kids in under-served Communities.

Loiacono – Known as a translator and affinity marketing expert. From training video for Fortune 500 C-Level Executives including CMO and CIO’s at Verizon & Vodafone Innovation Centers to Patented Connected Shoe Technology at CES.



Loiacono & SHAQ Ford Explorer SST Design & Work w/Ford & Nestle – Global Launch



CEO – Ted Williams Card Company

Loiacono partner of Ted Williams and Executives

In 2018, NASCAR driver Brandon Brown’s dad said “The partnership between Brandon’s #86 car, Brio TV and The Dan Marino Foundation is one we are thrilled about. adding “We are competitors at heart and there was perhaps no greater competitor at the quarterback position than Dan Marino ... and Dan’s Foundation, we are competing together to defeat the challenges of Autism.”



Loiacono is CONO

[Learn more](#)



McDonalds Channel - Content
Jordon Sparks, Creative and More



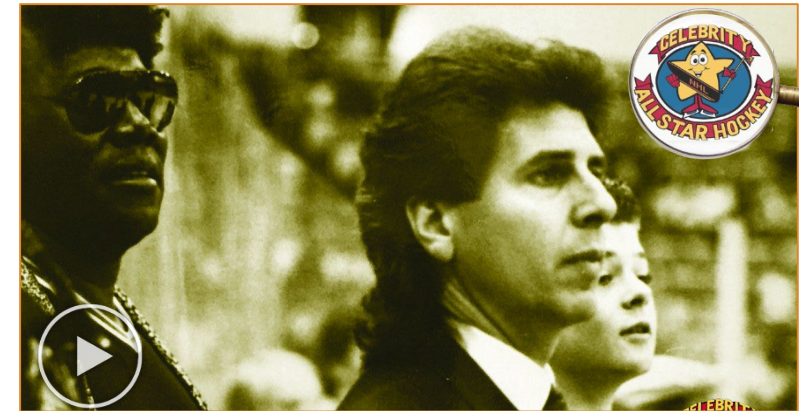
LIVE TV Production - Umpire Cam
Technology developed by Loiacono

Loiacono – Has placed A-List Celebrities in Major Events including but not limited to the Olympics, Superbowl, NHL (over 50 events) and Current Grammy Award Nomaties. Roles include Executive Producer, Producer and Writer.



Loiacono represented Super Star [Garth Brooks](#) and Capital Records in one of the most coveted performance slots of all time, the **NFL Super Bowl**; singing the National Anthem at the Super Bowl. Working with today's **Major League Soccer Commissioner Don Garber**, then **NFL V.P** to excite **91 million** people watched from home as Brook's song "We Shall Be Free," was played after his National Anthem Performance. Los Angeles, Calif., in 1992. Loiacono earned a Platinum Album Credit from Capital Records!

In 2017, Loiacono worked with NHL Commissioner **Gary Bettman** and coordinated efforts with President Steve Mayer to secure **Super Star Justin Bieber** at the 2017 **NHL All Star Game in Los Angeles**. The efforts were supported by numerous A-List Celebrities including Allan Thicke, John Bennett Perry and many influencers of Hollywood.



[Loiacono Exec. Dir. NHL Celebrity All Star Hockey w/Loiacono, Robin Thicke & Clarence Clemmons \\$5M for Charity](#)



[2018 Cage The Elephant - Grammy](#)
Loiacono directed Shultz Kaufman Shoe Launch & Is the Mentor to Lead Singer Matt Shultz.

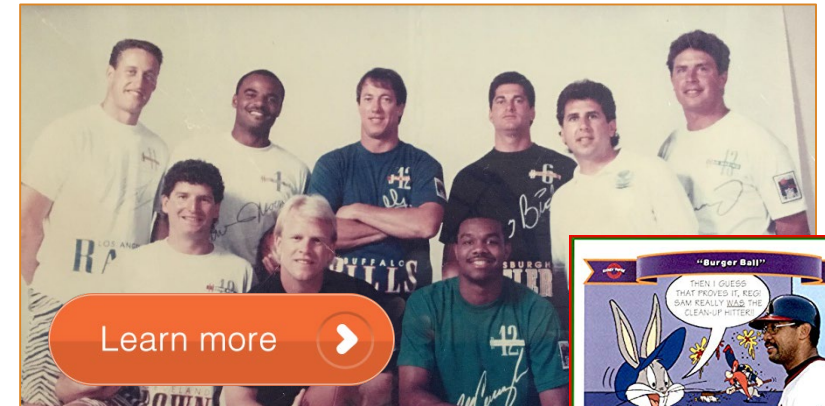
Loiacono – Three Decades of Executive Producer of Major League Events. Includes Licensing and Sales as well as Naming Rights and VIP's



[Goldberg TV Commercials - SPEED](#)



[Executive Producer Animal Planet](#)
[Jeff Gordon & Goldberg – Character Faithful Friends](#)



[Upper Deck Company](#)
Negotiations & Sponsor NFL & Warner Brothers Agreements



[Loiacono Created and Produced](#)
[Field of Dreams Events \(2\)](#)



[NASCAR Traveling Kiosk](#)
[Kiosk Designer w/Content - Bristol](#)



[Executive Producer – Coach Stevens](#)
[NBA Summer League – Beautiful Lives](#)