

## NTU NBS Alumni Association Webinar: The Digital Agenda For Recovery



### **Maurizio Barbieri**

Head of Sports & Gaming Partnerships, SEA & Greater China  
Twitter

Being a giant nerd, Maurizio has always been interested in tech, sports, and media (movies and moviemaking are one of his passions).

After a successful career as a basketball coach, he started working in the digital field in 1999, joining MP Web, the digital media arm of the Mediapartners Group, the most important sports agency in Italy. MPWeb became a leader in the production and distribution of media content for the then called new media. MP Web was then renamed Infront Advanced Media Solutions, when the whole Mediapartners Group was acquired by Infront Sports and Media. He was also promoted to Managing Director of the new company.

Maurizio worked both in Europe and in Asia, before turning into an entrepreneur, founding and raising capital for two startups.

He returned to Asia in 2013, taking the post of Head of Sports for Samsung Asia - where he was involved in creating and launching one of the most successful services of the Korean company in the region at the time, Samsung SportsFlow.

After a brief stint with another startup; Maurizio joined Twitter with the goal of growing communities, driving conversations around sport, as well as creating new revenue opportunities for Twitter's partners by creating a lineup of programmes that will satisfy the ever-angry-for-content audience in South East Asia.