

Alberto Pasquale – Independent Expert

Alberto Pasquale is an *Independent Expert, Senior Consultant* in Strategy, Management, Finance and Marketing, specialized in Film & TV business. Among his clients: **Italian Ministry of Culture - Cinema Directorate, Rai Television, Sky Cinema, Officine Ubu** (Independent film distributor) and **100autori**, the most important Italian association of Film & TV Scriptwriters and Directors.

He has been *General Manager* (2003-2007) at **20th Century Fox Italy**. Before that, he has been *Sales Assistant Manager* (1990-1992) and *Marketing Director* (1995-2003) at **Warner Bros. Italy**. Previously (1992-1995) he worked for **RCS Films & TV** (Rizzoli – Corriere della Sera Publishing Group) as *Head of Theatrical Distribution*. He has been *Member of the board* of **Majestic Films & TV**, a sales company based in London. From 2008 to 2011 he has been *Head of Audio-Visual Department* at **Filas S.p.A.** (Finanziaria Laziale di Sviluppo), as Filas managed until 2011 a Regional Audiovisual Fund. His consultancy role with Lazio Region continues through **Lazio Innova**, the in-house regional company in charge of management of international co-production film & TV series funds. Mr. Pasquale has been Member of the board of **Cine-Regio**, the European Network associating the most important European regional funds dedicated to the audiovisual sector.

He has an extensive lecturing experience. At present, he is Teaching Fellow in *Movie Industry* at **Università Bocconi** (Milan), and has been teacher in *Film & TV Business* at **Università Sapienza** in Rome (2011-2016), where is Director of Studies of **MASPA, Master in Scriptwriting and Audiovisual Production**. Also in Rome, Mr. Pasquale teaches at **LUISS Business School** and **Centro Sperimentale di Cinematografia**. He has been lecturer in *Film Marketing & Distribution* at **Media Business School** (Madrid - Ronda), and teaches *Marketing, Buyer Behaviour, International Marketing* and *International Management* at the **European School of Economics**, Rome campus.

Mr. Pasquale is one of the authors of *The Audiovisual Management Handbook* (2002), published by Media Business School and has published two books on Cinema Tax Credit in Italy (2008 and 2012). He holds a Master degree in *Economics* from **Università Bocconi**, a Postgraduate degree in *Film Direction and Scriptwriting* from the **Film School of Milan** and a Postgraduate degree in *Audiovisual Production* (**EAVE**).