Liberty Rock Appoints Paolo Carito to Lead Global Sports Division

Tuesday 11 November, 2025

LONDON – November 2025 – Liberty Rock, a distinguished private office with over 40 years of experience in strategic wealth management, is pleased to announce the appointment of Paolo Carito as Head of Sports Activities, effective October 2025. This strategic move underscores Liberty Rock's commitment to expanding its presence at the intersection of global sport, finance, and strategic wealth management.

With sport evolving into a $500 billion industry that encompasses geopolitics, finance, media, and technology, Liberty Rock recognizes the profound transformation underway in the sports landscape. Paolo Carito's appointment reflects the firm's vision to interpret this new geography of sport through an interdisciplinary approach, where political economy, geopolitics, sociology, and cultural studies converge.

Carito brings over 20 years of elite expertise in sport business, entertainment, and digital innovation. As CEO of the **European Athletics Championships Rome 2024**, he delivered 382 million TV viewers, 720 million total reach, and a 3% Net Operating Margin while pioneering the first-ever free commercial village and a Metaverse project that earned him the **Innovation Oscar (Special Mention) in 2023**.

A digital transformation leader, he launched Italy's first football fan web app, transformed U.C. Sampdoria's TV channel into a pioneering web platform, and developed the FanSquare CRM system for Lega Pro.

Currently **Director of the National Observatory on Sports Diplomacy (ONDIS)** at the University of Rome "Foro Italico," he teaches Innovation and Digital Transformation and authored *"Sport, Entertainment and Digitalization"* (2022). In 2025, he received an **Honorary Degree in International Economics and Finance** from ISFOA Swiss International Telematic University for his visionary leadership.

Scott-havard Williams, Chief Executive Officer of Liberty Rock, stated: “Liberty Rock is proud to welcome Paolo Carito to lead our global sports division. His appointment marks a major milestone in our strategic evolution as we expand into the fast-growing world of international sport.

For our clients — family offices and ultra-high-net-worth individuals — sport has become a powerful new arena of investment, influence, and opportunity. Paolo’s experience at the highest levels of global sport, innovation, and diplomacy brings extraordinary depth to Liberty Rock’s integrated approach to wealth management, where finance, culture, and global strategy intersect.”

Paolo Carito commented: "This is no longer just about sport, but a $500 billion industry that encompasses geopolitics, finance, media, and technology. What we're witnessing is not merely a shift in sporting dynamics, but a genuine revolution that is redrawing the map of global power. One competition at a time. I am thrilled to join Liberty Rock's visionary team to interpret the new geography of sport through an interdisciplinary approach, where strategic wealth management meets the transformative force of global sport."

Liberty Rock specializes in providing bespoke wealth management and private office concierge services to high-profile clients, blending strategic foresight with deep understanding of the nuances that come with managing ultra-high-net-worth portfolios. The firm's expansion into sports represents a natural evolution of its integrated approach to wealth management, encompassing property, finance, and now the dynamic global sports industry.

About Liberty Rock

Liberty Rock is a boutique private office and wealth advisory firm offering tailor-made services for high-profile clients who entrust the firm with their most valuable assets. With over 40 years of experience, Liberty Rock blends strategic foresight with unparalleled confidentiality, ensuring client affairs are managed with a level of discretion that is both deeply personal and professionally rigorous. The firm provides comprehensive services including wealth management, property advisory, and strategic consultancy across multiple sectors.

For more information, visit: www.libertyrock.co.uk

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About Paolo Carito

Paolo Carito is a visionary leader in global sports business with over twenty years of distinguished experience. He holds degrees in Law and in Economics and Politics of International Relations.

As CEO of the **European Athletics Championships Rome 2024**, he delivered unprecedented success: 382 million television viewers, 720 million total reach, and a 3% Net Operating Margin. He pioneered the first-ever free commercial village at an international sporting competition and a groundbreaking Metaverse project that earned him the **Innovation Oscar (Special Mention) in 2023**.

A digital transformation architect, Carito launched Italy's first football fan web app (Fan Plus) at Infront Italy, transformed U.C. Sampdoria's satellite TV channel into a pioneering web platform, and developed the FanSquare CRM system for Lega Pro.

Currently **Director of the National Observatory on Sports Diplomacy (ONDIS)** at the University of Rome "Foro Italico," he leverages sport as a diplomatic instrument while teaching Innovation and Digital Transformation in Sport Management. Author of *"Sport, Entertainment and Digitalization"* (FrancoAngeli, 2022), he received an **Honorary Degree in International Economics and Finance** from ISFOA Swiss International Telematic University in 2025 for his international influence and visionary leadership.

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