



Europe & Middle East Candidate

Valeria Rizzo
Business Development Director
Red Raion
Primary Location: Italy
Running for 1st term



ABOUT THE APPLICANT:

I am a multilingual 10-year business strategy professional with a track record in the global themed location-based entertainment industry and a focus on international business development and brand building.

I have been working with Red Raion since day 1 of the foundation of the brand in 2015 with our mission to create CGI content for media-based attractions within theme parks and FECs for the global attractions industry.

I started from ground-up and I am still managing the operations of business development, brand development, sales, strategic partnerships, and PR of our CGI content winning almost 100 satisfied LBE clients and partners in over 30 countries across the global attractions industry.

Since 2020, I created a sales network and coordinate a team of Content Experts located in different countries from Europe to Asia and the Americas to spread the Red Raion brand into the world and be closer to each of our clients.

I feel like this is the industry I want to be for a lifetime, and it is my will to help it strengthen and grow for the actual and future generations.

VISION FOR THE TEA & SKILLS AND CORE COMPETENCIES

I think it will be great to spread the brand values and connect more people of the EME region within TEA: I see a low number of Italian, Spanish and Middle Eastern companies with TEA and I think they should be more engaged in this fantastic network both for expertise, knowledge and connections as the TEA can be a value for the work they are doing within their business and the region.

Plus, I am involved in the Events Committee of the MENALAC so I will be happy to strengthen relationships within TEA and MENALAC by creating more events in the middle east as well.

I can support with

- Public Speaking in English, Italian and Spanish and/or moderator
- Business Development for new memberships
- Organizations of virtual and onsite events
- Share my Network to bring new members
- Help during tradeshow