

A man in a dark suit, light blue shirt, and green tie stands on a golf course green at sunset. He is holding a glass of white wine in his right hand and has his left arm resting on a red flag on a golf club. The background features a lush green golf course, dense trees, and a distant cityscape under a warm, orange-hued sky.

networking is a
SPORT.

SEIRO CULTURE

The network for people in sport

WHO WE ARE

Built by people who needed it.

Two founders who knocked on the doors of sport, and learned that the right person opens them faster than any application.



Keivan Santoli

**PARTNERSHIPS AND
ENTREPRENEURSHIP**

emlyon business school, AS Monaco.
Lived, studied and worked across six
countries.



Gianmarco Presti

**CONSULTING AND PUBLIC
MANAGEMENT**

Copenhagen Business School,
Accenture. Lived, studied and worked
across six countries.

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You apply. Nobody replies.

In sport, every door opens through people.

HOW SEIRO WORKS

One network. Online and on court.

01 THE PORTAL

Find who can open the door

Tell us where you want to go. Our AI selects the professionals worth contacting. Start the conversation, then book a one-to-one call.

From 2 January 2027

02 THE NETWORK

Belong to a selected circle

Online talks with industry professionals, updates from inside sport, and members who answer each other.

For members only

03 IN PERSON

Meet where sport happens

Networking events built around sport, where professionals are invited to speak and members finally meet face to face.

All year

Every member is selected. Every introduction has a reason.



ON COURT

THE NETWORK, IN PERSON

Matches, talks from industry professionals, and the conversations that follow.

OFF COURT



MISSION

Connect the people who want to work in sport with the people who already do, through trust built online and on court.

VISION

A sports industry where merit opens the doors, and every career starts with a conversation, **not an application.**

YOUR MOVE

Build Seiro with us.

The first people in shape what this network becomes.

seiroculture.com

info@seiroculture.com

@seiro.culture

FOR STUDENTS AND PROFESSIONALS

Join the Founding Network

Get known in sport before you apply.

FOR UNIVERSITIES, CLUBS AND BRANDS

Partner with Seiro

Meet the next generation of sport.