

The harder the fall, the better the rise

ENDURANCE Role model profile

Domenico Fioravanti,
Italy



Sports background

Domenico is a well-known persona in the national panorama. Olympic swim champion in Sydney 2000, in his career Domenico collected 54 gold medals, 23 silver medals and 6 bronze metals. In 2011, Fioravanti was included in the prestigious International Swimming Hall of Fame.

Entrepreneurship background

Today Domenico is a successful entrepreneur. He is co-founder of Akron, leader in the sector of sports waterwear. Akron launched recently a free-plastic line of products ("Save the Planet" collection) and it secured technical sponsorship deals for important national events.

Entering entrepreneurial path

Domenico's entrepreneurial career originated from an unfortunate event. Back in 2004, at the peak of his career, Domenico was forced to retire after being diagnosed with cardiac hypertrophy. With no other available solution, Domenico reinvented himself starting from what he knew best: the kind of features and technical characteristics professional athletes expect for their swimsuit to perform better than others.

Empowered and encouraged

In an interview¹ co-sponsored by the CONI (National Olympic Committee), Domenico recognises that many of the lessons that he acquired throughout his swimmer career, turned to be very useful even for his entrepreneurial journey: *The value that I appreciated the most is that of commitment and sacrifice, work hard and look ahead of you – I do believe that for an athlete at the end of his/her career is of pivotal importance to have a sort of mentoring figure that can guide him/her in the pursuit of a career beyond the sport field. When you're an athlete and you're young, it is highly probable that you lack of the very basics of business and entrepreneurial knowledge, you're in need of someone that can*

¹ <https://www.youtube.com/watch?v=fbi6-mjL6Bk>



sustain you in defining a strategic plan [...] I highly recommend a consultancy figure next to you when you're still at the very beginning of your journey, and even better, throughout your new career

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