GIOVANNIPAOLO FERRARI

Tennis Coach | Head Coach | Sports Director | Sociologist of Sport

Location	Wambrechies, France / Italy
Email	giovannipaoloferrari@gmail.com
Nationality	Italian
Working languages	French, English, Italian

PROFESSIONAL PROFILE

Italian tennis coach and sociologist of sport with almost twenty-five years of experience in tennis coaching, educational coordination, education through sport, social research and international projects. My career combines work on court in Italy, Australia and China with university research and teaching on the sociology of sport, health, well-being, inclusion, disability, adapted sport and quality of life.

This combined experience enables me to work on court, organise training programmes, build relationships with families and help develop a coherent sporting project.

KEY SKILLS

- Tennis coaching: children, juniors, adults, recreational players, mixed-level groups and competitive players.
- Programme design: courses, camps, private lessons, small groups, match play and Tennis + Languages programmes.
- Sports coordination: organising work, monitoring sessions, aligning objectives and communicating with the team.
- Family relationships: welcoming families, explaining objectives, reviewing progress and calmly managing expectations and difficulties.
- Teaching and training: clear instructions, useful demonstrations, individual feedback and continuity in learning.
- Sport, inclusion and quality of life: academic and practical experience in adapted sport, disability, health, well-being and social participation.
- Multilingual communication: French, English and Italian in professional, educational and international settings.

PROFESSIONAL EXPERIENCE IN TENNIS AND SPORT

2019–2021 | Founder, Head Coach and Director – Ferrari Tennis Academy | Ningbo, China

- Established and managed a tennis academy in Ningbo.
- Designed programmes for children and young players combining tennis, languages and personal development.
- Organised group courses, small groups, private lessons, camps and communication with families.
- Developed an approach combining technical progress, enjoyment of the game, discipline and language learning.

2018–2019 | Head Coach – Wuyi Plaza | Ningbo, China

- Tennis coaching at a private facility in Ningbo.
- Group and individual lessons, session planning, monitoring young players and adapting to different levels.
- Work in an international setting, with direct family contact and practical coordination of activities.

2017–2021 | International Tennis Coach / Head Coach / Director of Tennis – University of Nottingham | Ningbo, China

- Led and coordinated Tennis + Languages programmes for children and young players.
- Sessions structured around clear stages: welcome, warm-up, play-practice-play and review.
- Small-group work, technical and tactical progress, and development of coordination and confidence.
- Produced teaching resources, communication materials and follow-up programmes.

2010–2011 | Tennis Coach – Clifton Beach Tennis Club | Queensland, Australia

- Coaching in an English-speaking club: juniors, adults, club members and group activities.
- Participated in club life, supported players and assisted with group activities.

2009–2010 | Strength training, fitness and fitbox instructor – Palestra Crunch | Sapri, Italy

- General physical training, fitness and fitbox sessions, group supervision and motivation.
- Skills transferable to tennis: mobility, coordination, balance, rhythm, prevention and quality of movement.

2006–2011 | Senior Tennis Coach – ASD Tennis Club L.A.P.C. | Sapri, Italy

- Individual and group lessons for juniors and adults.
- Organised camps, worked on technical fundamentals, match play and preparation for game situations.
- Regular contact with players and families in a local club.

2003–2005 | Founder and Head Coach – The Tennis Friends Association / Tennis Club Nemoli | Nemoli, Italy

- Established and ran a local project promoting tennis.
- Introductory sessions, junior and adult lessons, association activities and local sporting events.

2000–2002 | Tennis Coach – S. Costanza Tennis Club | Rome, Italy

- Lessons for beginners, young players and recreational adults in an established club.
- First regular responsibilities in tennis teaching and player support.

ACADEMIC EXPERIENCE, TEACHING AND COORDINATION

2026–2027 | Lecturer in Sociology of Sport – Université de Lille, IUT de Roubaix | Roubaix, France

- Planned Sociology of Sport course: sport, coaching, young people, urban policy and popular cultures.
- Connections between sport, youth, place, institutions, inclusion and socialisation.

2021–present | Teaching and research in sociology – University of Salerno, DISUFF | Salerno, Italy

- Regular teaching in Sociology of Sport and Sociology of Social Change and Well-being since 2021. RTDA researcher since January 2026.
- In 2025–2026: teaching Sociology of Health and Health Systems.
- Teaching students in movement sciences, sport, well-being, health, education and inclusion.

2021–present | Scientific Coordinator – DiSoSWLab, Digital Society, Sport & Well-being | University of Salerno

- Coordinating projects on sport, digital society, inclusion, disability studies, well-being, health and quality of life.
- Developing interdisciplinary research on sporting practices, public policy, health, inclusion and digital change.

2023–present | Associate Researcher – CeRIES, Université de Lille | Lille, France

- Research in sociology, sport, disability, inclusion, social participation and life trajectories.
- Developing research on adapted sport and adapted tennis through situated ethnography in the Lille metropolitan area.

2024 | Visiting Scholar – Middlebury College | Vermont, USA

- International research stay in the United States.
- Work on methods, digital corpora, public policy and international fieldwork.

2018–2021 | Contract Lecturer – University of Elder Citizens | Ningbo, China

- Taught Business English to adults in an international setting.
- Adapted content to varied learner profiles and practical communication goals.

2017–2018 | Contract Lecturer and Researcher – University of Nottingham Ningbo | Ningbo, China

- University teaching in Business English, Business French and Business Italian.
- Educational coordination in an international and multicultural environment.

2016–2017 | Lecturer and Researcher – Dalian University of Foreign Languages | Dalian, China

- Teaching international business, organisation theory, intercultural management, Business French and Business Italian.
- Teaching Chinese students in French, Italian and English.

2011–2016 | Joint PhD Candidate – University of Salerno / Université Paul Valéry Montpellier III | Italy / France

- Doctoral studies in sociology, political science and language sciences.
- Research, university teaching, methodological training, international projects and digital corpus analysis.
- Thesis: Beyond Professions? Work in the Age of Social Media. Highest distinction with congratulations from the jury; Doctor Europaeus designation.

2007–2012 | Sociologist and Social Service Director – Ventidimare Social Cooperative | Sapri, Italy

- Coordinated social, educational and local activities.
- Project management, support for vulnerable groups, local network coordination and report writing.

2006–2008 | Project Manager – Province of Potenza, tourism, natural parks and sustainable development | Potenza, Italy

- Managed local development projects, sustainability initiatives, local promotion and institutional communication.

UNIVERSITY EDUCATION

Year	Degree / qualification
2026	National qualification for appointment as Associate Professor (Maître de conférences) in Sociology and Demography — France, Section 19.
2025	National scientific qualification in General Sociology — Italy.
2016	Joint international doctorate in Sociology, Political Science and Language Sciences — University of Salerno / Paul Valéry University Montpellier III. Doctor Europaeus label; highest distinction with unanimous congratulations of the jury.
2008	Master II in Business Administration (MBA) — University of Basilicata, Italy.

2006	Bachelor's and Master's degrees in Sociology, Political Science and Public Policy Analysis — Sapienza University of Rome, Italy.
2005	Master's in Entrepreneurship and Responsible and Sustainable Tourism Management — CTS / IULM / ICEI, Rome.
1997	Classical secondary school diploma, ancient languages — Carlo Pisacane Classical High School, Sapri, Italy.

TENNIS AND SPORT QUALIFICATIONS AND RELATED ACTIVITIES

- FIT / Italian Tennis Federation – First-level Tennis Instructor (2012).
- CSEN – Tennis Instructor. Certificate issued on 10 November 2011; register entry stated for 2012.
- PTR – Professional Tennis Registry: Professional Tennis Instructor (2012).
- PTR – Professional – Adult Development. Validity stated on the certificate: through 31 December 2022.
- PTR – Instructor – Junior 11–17. Validity stated on the certificate: through 31 December 2022.
- Experience as a strength training, fitness and fitbox instructor at Palestra Crunch, Sapri (2009–2010).
- Several years of martial arts practice: taekwondo, Thai boxing and particularly aikido.

COACHING APPROACH

Technical precision: progressive work on groundstrokes, volleys, serve, return, footwork, coordination and movement quality.

Tactical understanding: helping players understand situations, choices, patterns of play and transitions.

Physical development: mobility, balance, rhythm, reaction, prevention and movement habits appropriate to each level.

Mental and interpersonal support: confidence, concentration, discipline, emotional regulation, respect for boundaries and perseverance.

Education through sport: using tennis to develop respect, autonomy, inclusion, responsibility and personal progress.

APPLIED RESEARCH ON ADAPTED SPORT, DISABILITY AND TENNIS

My recent research focuses on adapted sport, disability studies, inclusive practices and the social recognition of athletes with disabilities. My 2026 Habilitation à Diriger des Recherches project, Dis-ability! Bodies, Practices and Representations in Adapted Sport: Situated Ethnography and International Perspectives, develops a situated, multimodal ethnography of adapted tennis at Tennis Club de Linselles, in the Lille metropolitan area.

This research examines inclusion, sporting practices, media and institutional representations of adapted sport, tensions between visibility and marginalisation, and local dynamics of recognition, agency and social capital. It combines participant observation, interviews, visual and digital corpus analysis, and international comparison of adapted sport policies.

In a club, this expertise can support partnerships with associations and social care organisations, adapted sessions, staff awareness, inclusive communication, recognition of progress, participation in club life and inclusion of disability within everyday activities.

DIGITAL, VIDEO AND CONTENT PRODUCTION SKILLS

Organisation, teaching and analysis

- Document organisation, project coordination and planning: Google Drive, Microsoft Project, Gantt, Microsoft Word.
- LMS/CMS and teaching content: Moodle, WordPress.
- Qualitative analysis and data: NVivo, QualCoder, Voyant, R, SPSS, Tableau.
- Generative AI: ChatGPT and Claude for synthesis, structuring, preparing resources, analytical assistance and writing support.

Video, podcasts and communication

- Long-standing experience in video production, post-production and editing.
- Main tools: Camtasia, Canva, Adobe Podcast / Enhance Speech, Audacity, QuickTime.
- Production of teaching videos, internal resources, communication content, podcasts, camp video reviews and explanatory resources for families.

LANGUAGES

Language	Level
Italian	Native language
French	C2 — full professional proficiency
English	C2 — full professional proficiency
Spanish	B2 — upper intermediate
Mandarin Chinese	B1 — basic to intermediate communication

SELECTED SCIENTIFIC AND EDITORIAL RESPONSIBILITIES

- Coordinator of DiSoSWLab – Digital Society, Sport & Well-being Social Research Lab, University of Salerno.
- Associate Researcher at CeRIES – Centre de Recherches Individus, Épreuves, Sociétés, Université de Lille.
- Editor-in-chief / editorial board member of Eracle. Journal of Sport and Social Sciences.
- Director of the Meridies social science studies and research series, Edizioni Efesto.
- Member of the European Sociological Association, RN28 Society and Sports network.
- Member of the Italian Sociological Association, Sociology of Sport section.

SELECTED PUBLICATIONS AND PRESENTATIONS

Books, chapters and articles · Titles translated into English; publication names retained.

- Ferrari, G. (2026). Understanding the sociology of sport. Edward Elgar. Forthcoming.
- Ferrari, G. (2026). Beyond strong bodies: visible and invisible disabilities, adapted sport and the counter-politics of the body. T. Fabian, B. C. Clift & G. Molnár (eds.), Body Politic: Sport, Masculinity, and Popular Politics. Vernon.
- Diana, P., D'Auria, V., & Ferrari, G. (2026). Communicating disability in sports media: Paralympic visibility and everyday journalistic practices. Rassegna Italiana di Sociologia, 2/2026, 397–423. https://doi.org/10.1423/121300
- Ferrari, G., & Duthoit, E. (2026). Jannik Sinner through Giorgia Meloni's eyes: the populist co-optation of Italian sporting heroes. International Journal of Sport Policy and Politics.
- Ferrari, G. (2025). China, sport and society: a sociological perspective. Edizioni Efesto, Roma.
- Ferrari, G. (2024). Exploring preschool sport and physical activity in China: a critical perspective on parents and under-fives. G. Allen-Baker & P. Velija (eds.), Pre-School Sport and Physical Activity: A Critical Perspective on Parents and the Under-Fives. Routledge.
- Ferrari, G. (2024). The digital tennis coach in China before and after Covid: between mediatisation and precarisation. L'atleta digitale. Editpress.
- Ferrari, G. (2024). Content analysis of digital texts about sport: the #IStandWithGary case on Twitter. Fare ricerca sociale sullo sport. FrancoAngeli.
- Benvenga, L., & Ferrari, G. (2023). Between sport and physical activity: ambiguities in European Union policies and regeneration initiatives. Sport per la rigenerazione sociale. Pellegrini, 191–220.
- Ferrari, G., Diana, P., & Tan, Y. (2023). Tennis coaching in China before and during COVID-19: the mediatisation of a precarious profession. Contemporary Social Science, 18(1), 41–57.
- Ferrari, G. (2023). The "value" of a champion: a sociological look at the contemporary footballer. Eracle. Journal of Sport and Social Sciences, 6(1), 165–170.
- Ferrari, G., & Battista, D. (2023). The future of football in China: social experiments, scandals and failures. Eracle. Journal of Sport and Social Sciences, 6(1), 75–98.
- Ferrari, G., Diana, P., & Vanderberg, L. (2021). Maradona and China: perceptions and representations of a sporting myth. Eracle. Journal of Sport & Social Sciences, 4(2), 51–79.
- Diana, P., Bottoni, G., & Ferrari, G. (2016). Adolescent self-perception profiles: a study of students in southern Italy. Theoretical and Applied in Psychology. Psychology and Ongoing Development, 49–56.

Presentations and seminars

- Ferrari, G. (2025). Inclusion and social capital in adapted sport: a situated ethnography at Tennis Club de Linselles [presentation]. AIS Sport / AIS Education Congress, Bergamo, Italy.
- Ferrari, G. (2025). Paralympic athletes and digital activism: opportunities and perspectives [presentation]. 28th Congress of the European Committee for Sports History (CESH), University of Salerno.
- Ferrari, G. (2025). Dis-ability! Bodies, practices and representations in adapted sport. A situated ethnography at Tennis Club de Linselles (France). CeRIES seminar, Université de Lille, 16 June 2025.
- Ferrari, G. (2024). Paralympic athletes and digital activism: opportunities, educational impacts and perspectives for inclusion. Dis-ability! workshop, University of Salerno, 28–29 November 2024.
- Ferrari, G. (2022). Tennis coaching in China before and after Covid-19. The mediatisation of a precarious profession. VII Festival della Sociologia, Narni, Italy.
- Ferrari, G., & Diana, P. (2021). The methodological implications in sports social research at the time of Covid-19. ESA RN28 Society and Sport Midterm Conference.

PROFESSIONAL INTERESTS

- Tennis, sports education, youth development, club life and long-term player development.
- Adapted sport, adapted tennis, disability studies, social inclusion, health, well-being and quality of life.
- Teaching resources, video, podcasts and sports communication.
- International relations, languages, mobility, education and intercultural learning.