



## PERSONAL PROFILE

### **Birth:**

Asti, 26th May 1995

### **Addresses:**

Piazza Don Borio 4, Piovà Massaia (AT),  
14026, Italia

Via Pismonte 4, Milano (MI), 20139,  
Italia

## CONTACT ME AT

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+39 3476700831

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### **Linkedin:**

<https://www.linkedin.com/in/francesco-pracca-a420a918b/>

## LANGUAGES

**Italian:** Mothertongue

**English:** C1 Level

**French:** B1 Level

**Spanish:** B1 Level

# Francesco Pracca

**Direttore Sportivo FIGC e AdiSe**

**Project Manager ISIPM**

**Order Fulfillment Specialist CS&L  
Mondelez International S.r.l.**

## WORK EXPERIENCE

**Mondelez International S.r.l. – Order Fulfillment Specialist CS&L**

Full-time  
August 2023 – Present

**Mondelez International S.r.l. – Sales Operations e Analytics**

Internship  
February 2023 – July 2023

**Pirelli Tyre S.p.a. – Pricing Analyst**

Internship  
June 2022 – December 2022

**FSI – Football Scout Italia - Collaborator, Talent Scout**

Part-time  
September 2021 – Present

**WeRise S.r.l.s. – Progetto Calciatori Ignoranti – Business Accountant, Project Manager**

Part-time  
January 2022 – September 2022

**WeRise S.r.l.s. – Progetto Calciatori Ignoranti – Partnership Management and Content Creation**

University Internship  
March 2021 – June 2021

## MAIN APPLICATIONS

GFK  
Kantar XTel  
Kantar Lizeo  
Microsoft Office  
Microsoft Excel  
Microsoft Forms  
Microsoft Word  
PowerPoint  
Nielsen  
PVC – Qlick  
SAP  
SAP BI  
SAP MM  
SAP SD  
UNI 21500  
UNI 21502  
META  
PHOTOSHOP  
WIX.COM

## EDUCATIONAL HISTORY

### Advanced Open Course:

**"Bologna Business School" – Corso di Specializzazione in Sport Value Management**

May 2023 – June 2023

### Master's Degree:

**"Alma Mater Studiorum", Università degli Studi di Bologna - (LM-47) Management delle Attività Motorie e Sportive**

October 2019 – October 2021

Final grades: **110/110 cum Laude**

### Bachelor's Degree:

**Università degli Studi di Torino - (L-33) Economia e Commercio, percorso Economia e Finanza**

October 2014 – October 2018

### High School Graduation:

**Liceo Scientifico "F. Vercelli" - Asti**

September 2009 – June 2014

## MAIN LICENSES E CERTIFICATIONS

### FIGC – PRO Sport Director (C.U. 463 – 21/06/2022)

Course of 160 hours (at least 144 compulsory) and exam for the role of FIGC Sport Director  
June 2022

### Istituto Italiano di Project Management – ISIPM Base Professional Registration (n° 15693)

- Knowledge of Context
- Technical and Methodological Knowledge
- Behavioural Knowledge

December 2021

### Driving Licence B

July 2015

## SCHOLARSHIPS

### Istituto Italiano di Project Management – II° Premio per la miglior Tesi del 2021 su tematiche di Project Management

**Thesis:** "Business Plan a tre anni di WeRise S.r.l.s. e del progetto Calciatori Ignoranti: pianificazione dell'attività e dei servizi offerti da un'agenzia di marketing digitale, operante nel settore sportivo, con contestuale creazione di valore economico per un progetto di proprietà consolidato sui social network."

April 2022

## **OTHER CERTIFICATIONS**

### **The Scouting App – Scouting e Talent ID Certificate of Participation**

- Level 1
- Level 2
- Level 3
- Level 4

May 2022

### **CLA Unibo: English Linguistic Proficiency B2**

December 2020

### **CLA UniTo: English Linguistic Proficiency B2**

September 2018

### **CEPIS - ECDL Full-Standard**

- Online Collaboration (Google Suite)
- Presentation (MS Office 2010)
- IT Security (GENERICA)
- Word Processing (MS Office 2010)
- Spreadsheets (MS Office 2010)
- Online Essentials (Google Chrome e Gmail)
- Computer Essentials (Windows 10)

June 2018

## **SKILLS**

Advanced Marketing

Business Economy

Cognitive Psychology

Contracts and Obligations

Corporate Balance Sheet

Corporate Strategy

Development of Sports Equipments and Facilities

Digital Contents Production

Economics and Business Management

Institutions and Markets of Sport

Legal and Administrative Profile

Management Control

Match Analysis

Order Fulfillment

Partnership Activation

Pricing Analysis

Project Management

Sales Operations Analysis

Social Media Management

Social Media Marketing

Sociology of Sport

Sport Direction

Sport Journalism

Talent Scouting

Autorizzo il trattamento dei miei dati personali presenti nel CV in conformità con l'art. 13 del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali" e dell'art. 13 del GDPR (Regolamento UE 2016/679).