

# VERONICA CAROLINA OLDANI

Passionate manager with 15+ years of experience in the football industry, primarily focus on marketing, negotiation, and project management. I am the essential component that keeps everything organized and functioning smoothly. My keen decision-making skills and aptitude for problem-solving make me an asset to any organization. Skilled in fostering strong relationships and strategic planning, I am ready to tackle new challenges and drive success in any environment.

## WORK EXPERIENCE

### Head of Operations

Como 1907 Srl | 2023 — today

- Develop and implement plans to improve business processes and resource efficiency across the organization.
- Lead the operational activities of the Club, including overseeing the First Team and Academy operations.
- Negotiate supply contracts with sports suppliers to ensure the Club has access to high-quality equipment and resources.
- Manage corporate initiatives and events, as well as support match day activations in accordance with regulations and official protocols.
- Analyze new opportunities for growth and development, working with key stakeholders to create action plans to capitalize on these opportunities.

### Marketing and Revenues Director

Como 1907 Srl | 2021 — 2023

- Develop and implement marketing and commercial strategies, aligned with the new Club positioning.
- Recruit resources to build the team, running and motivating them.
- Implement new customer acquisition strategies, both for sponsors (x2 companies and +150% revenues) and for fans (+300% followers and +100% stadium attendance).
- Create customized activation plans for sponsors, including branded events and social media contents.
- Organize b2b and b2c events, including CSR activations, to increase brand awareness, drive customer engagement, and build a strong presence in the community.
- Establish and manage relationships with key internal/external stakeholders at all levels, track and measure expenditures, goals, and budgets as allocate resources amongst projects.

### International Activations and Project Manager

FC Internazionale Milano SpA | 2015 — 2021

- Manage planning and logistic for Tours, away matches and training camps for First Team and Legends team. This involves working cross-functionally with First Team management, Venue, Travel, Commercial partners, Club Media, and Event delivery.
- Contribute to the Tour strategy definition, match sales and budget as well as develop procedures and documents to ensure smooth department operation and keep key stakeholders fully briefed.
- Create multi-year business plan for the Legends and Esports divisions: mission and purposes, goals and KPIs, action plan, benchmarking, and P&L. Oversee appearances and tournaments, manage former players and pro players, design contents to expand

## CONTACT

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📍 Milan, Italy - open to relocate

## EDUCATION

- **Master's degree in Management of Sports Organizations**, Rey Juan Carlos University, Madrid
- **Bachelor of Business Administration, Marketing and Market analysis**, UNIMIB University, Milan

**Abroad Exchange Program**,  
Universidad de Sevilla

**Courses:** *Project Management | Excel | Public Speaking | Sports Marketing*

## LANGUAGES

- **Italian** Native speaker
- **English** Very good command
- **Spanish** Highly proficient (DELE Nivel Superior at Instituto Cervantes)

## SKILLS

- Leadership and Teamwork
- Goal oriented
- Flexibility and Adaptability
- Well-organized and efficient

## INTERESTS

Travel, Reading, Food experiences, Foreign cultures, and Sustainability

the club presence globally and in the digital space.

- Develop and execute the Hall of Fame: from the criteria to the election process, marketing and communication plan as well as organise the awards ceremonies, within budget and objectives.
- Lead the global strategy of the fan clubs' department to increase subscriptions (+40% new members; +25% revenues) and international presence.

### **Licensing, Retail and Brand Manager**

FC Internazionale Milano SpA | 2006 — 2015

- Business development and negotiation of licensing agreements, providing insights on market trends and competitor analysis to increase revenues through new partnerships, more categories covered and higher quality.
- Manage licensees from the product range definition to the sample approval, including performance reviews and advertising campaigns to maximize Club exposure and visibility as part of the brand extension strategy.
- Oversee product launches, promotions, and activations with retail partners (shops and e-commerce) to drive brand awareness and boost product sales.
- Run anti-counterfeiting operations with law firm on brands registration plan and documentations, appraisals, confiscations, warnings, and holograms program.
- Collaborate with marketing, sponsorship, and media staff to maintain brand consistency across all activities, contents, artworks, and materials.
- Contribute to the company rebranding (new logo and new corporate identity) by collaborating with the agency and create the timeline and the action plan to ensure the proper transition.

## **Extra-curricular activities**

### **Board Member**

Uniabita | 2013 — 2019

Board member for two consecutive terms of one of the largest housing cooperatives in Italy. Successfully led efforts to stabilize the organization's finances following a difficult period through various strategic initiatives, while ensuring the cooperative's core values were maintained to protect the fundamental right to housing.