






RICCARDO CAMBIAGHI

CONTACT

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-  [Portfolio](#)

SKILLS

Commercial & Marketing planning

Event Management

Negotiation

Accounting

Team coordination and project management

Technical products management and inventory taking

Problem Solving

Team Work

LANGUAGES

Italian 

English 

PROFILE

Highly motivated sport enthusiast with 7+ years experience in: partnership negotiation and management, marketing campaigns and activations development, business and product development, day-to-day management of Global and Italian Partners.

Currently working within AC Milan Partnership Team, in the last 12 months I've led the Club to outstanding results such as: best kit launches ever in the Club's history (4th kit 23/24, Anniversary kit Dec. 24, 4th kit 24/25) and multiple award-winner activation at Cannes Awards ([Lay's Chip Cam](#)).

Able to work under short term deadlines, eager to achieve individual and team objectives.

[Look at my portfolio here.](#)

WORK EXPERIENCE

Partnerships Manager

AC Milan S.p.a.

October 2024 - current

Promoted to the current role after a successful tenure as Senior Partnership Executive.

Key responsibilities:

- Puma partnership manager for product launches, kit launches activations and events, pre and post season in-market activations and events, digital campaigns and stadium/venue experiences
- Puma VIK management for all Club's teams
- Puma business plan management and monitoring
- Partnership team point of contact for Club's international tours and activations (e.g. ACM Pre Season Tour 2025 in Singapore, Hong Kong and Perth)
- Partnership team point of contact for commercial player access

Main results:

- [AC Milan Anniversary kit launch for 125 years of the Club](#)
- [24/25 kit launch with Off-White](#) and [launch event in Milan](#)
- [23/24 4th kit launch with Pleasures](#)

Senior Partnerships Executive

AC Milan S.p.a.

July 2023 - September 2024

Managing exclusively Puma since January 2024, being responsible for all marketing campaigns, product launches, activations onsite and offsite, VIK and orders.

- Account lead on: Puma, Konami, Socios, eBay, Gatorade, La Molisana and Technogym, totalling 40Mln € in revenues.
- Relentless focus on objective led delivery for Puma account, which led to a major renewal for 250% of the deal value - a Club record for its technical Partnership.
- Support the renewal and upsell process for respective portfolio, increasing revenues of 40% within the portfolio (Puma excluded).
- Planning and execution of activation strategies for all Partners in portfolio, with a continual focus on ROI and KPI measurement.
- Supporting Partnership Director on US men's Pre-Season Tour for Summer 2023 and 2024, leading all the Partnerships activations on site.

RICCARDO CAMBIAGHI

EDUCATION

Master Sport Business Management

24Ore Business School, Milan

2018-2018

**Master Degree, Administration and
Public Policies**

University of Milan

2015-2017

Bachelor Degree, Political Sciences

University of Milan

2012-2015

WORK EXPERIENCE

Junior Partnerships Account

AC Milan S.p.a.

July 2021 - June 2023

- Account lead on: Puma, eBay, Gatorade, La Molisana, Oro Rosso and Technogym, totalling 14Mln € in revenues.
- Lead on main Puma Partnership activities such as: kit launches, marketing campaigns and activations, business plan and retail expansion, product development, VIK planning and management, relations with the Sport department, contract reporting and asset monitoring.
- Planning and execution of activation strategies for all Partners in portfolio, with a continual focus on ROI and KPI measurement.
- Partnership lead for AC Milan women's team - supporting the delivery of the 2022 Pre-season Tour, player appearances and individual player IP deals.
- Supporting Global Head of Partnerships on event organisation and planning of Dubai Winter Tour 2022, UCL away trips and hosting, 2022 Partner Forum.

Sales & Marketing Executive

Como 1907 S.r.l.

May 2019 - June 2021

Hired by the new ownership (Hartono family) and management to support on building the commercial structure of the Club, newly promoted to Italian Serie C.

- Construction of Como 1907 Commercial offer: positioning, Sponsor packages, asset inventory.
- Support and leading of the sales process: prospect research and prioritization, sales deck disclosure, contract editing, sales meeting support and/or lead.
- Support on creating a Partners Hospitality offer at Como 1907 Stadium.
- Lead on Partners events and activations.

Sales & Marketing Executive

Legnano Basket Kights - Italian Basketball Club, second series

2018 - May 2019

Supervising team Sponsorships (fan engagement, networking, events planning, setting of Hospitality Area and report production).

Internship

Milan City Council

2017

Department of Urban Economy and Labor.