



# Ivan Agnelli

Ticketing & Hospitality -  
Team Lead

## CONTACT ME

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Madrid, Spain

## EDUCATION

### Sports Management Fundamentals

Johan Cruyff Institute

2024

### Professional Master in Football Business

The FBA - The Football Business  
Academy

2021 - 2022

### Bachelors Degree - Corporate Communication

University of Johannesburg

2004 - 2007

## SKILLS

- Ticketing
- Key Account Management
- Partnerships
- Strategy
- Time Management
- Partnership Operations
- Sales
- Communication

## WORK EXPERIENCE

### Ticketing & Hospitality - Team Lead

Socios.com | Madrid, Spain

April 2023 - Present

- Promoted to Team Lead within 1 year of starting full-time after my internship.
- Manage a team of 3 people. Overseeing their daily tasks and assisting on any issues and concerns that may arise.
- Input on team strategy.
- Manage & Execute on all our contractual rights for Milan, Inter, Juventus, Napoli, Roma and the Serie A.
- Manage assets like ticketing, merchandise and all experiences.
- Execute and host on activations for my assigned clubs. Anything from Meet & Greets, Walkabout Experiences on match days and Play on the Pitch Experiences.
- Build a strong working relationship with the Partnerships teams of my assigned clubs.

### Ticketing and Hospitality Specialist

June 2022 - March 2023

### Ticketing and Hospitality Intern

Oct 2021 - May 2022

### Global Account Manager

Cogent Communications | Stockholm, Sweden

Jan 2019 - Sept 2021

- Identify new business opportunities within national and regional territories.
- Deal with IT decision makers on current and future connectivity solutions.
- Identify companies current and future needs and help position Cogents services for future business. Maintain good relationships with existing customers.

### Key Account Manager

Karün | Stockholm, Sweden

Sept 2017 - Dec 2018

- Work towards monthly and yearly sales objectives
- Account Management: Handle current client relationship and sell out of stores.
- Business development for upcoming collections.
- Monthly sales reporting and analysis.
- Develop yearly sales plan and strategy.

### Sales Manager - Wholesale Retailers

June 2016 - May 2017

### Character Group | Johannesburg, South Africa

- The Character Group is the distributor of licensed children's products. I managed the Independent division of the company.
- Managing accounts i.e. sales, replenishment's, marketing material, in store merchandising and returns.
- Account management for customers all across South Africa.

### Sales Representative - Fila - Wholesale Retailers

June 2011 - April 2016

### Footwear Trading | Johannesburg, South Africa

- Budget/Sales/Stock - Replenish orders, Achieve sales targets, Complete weekly sales reports
- Store care & Customer care - weekly visits, existing customers & develop new business.
- Marketing - any branding/signage the customer requires.
- Forecasting & Planning - collecting and processing post seasonal market feedback.