

Ferrante Catalano Gonzaga



BRAND SOLUTION ACCOUNT

PROFESSIONAL SUMMARY

Strategic and driven sports business professional with international experience in sponsorship, partnerships, and brand strategy across leading clubs, agencies, and media companies. Adept at managing high-value relationships, executing innovative commercial activations, and aligning brand goals with fan engagement. Proven success in delivering measurable value for top-tier clients in dynamic, high-pressure environments.

EDUCATION

24Ore Business School

Rome, Italy

March 2022 - March 2023

Master's Degree in Sport Business Management

Glion Institute of Higher Education

Montreux, Switzerland

August 2016 - February 2020

Bachelor's degree in Business Administration in Event, Sport, and Entertainment Management with a major in Luxury Brand Management

ACS Cobham International School

Cobham, United Kingdom

August 2010 - June 2014

High school diploma & AP International Diploma

WORK HISTORY

Brand Solution

SKY Italia, Rome, Italy

April 2024 - Present

- Develop tailored brand campaigns aligned with strategic objectives and audience insights.
- Drive multi-platform integrations, increasing client visibility and ROI.
- Manage senior client relationships and campaign performance for top-tier accounts.

Marketing & Sales Account - Internship

You First, Milan, Italy

September 2023 - February 2024

- Supported development and activation of sponsorship plans for global sports clients.
- Led hospitality and event management operations.
- Built business cases and activation strategies for new prospects.

Partnership Management - Internship

AC Milan, Milan, Italy

April 2023 - August 2023

- Supported delivery of marketing and sponsorship activations for key partners.
- Strengthened long-term relationships with commercial stakeholders.

Event Project Manager - Contract

Orion SKY Global, Turin, Italy

November 2021 - February 2022

- Oversaw logistics and operations for international sporting events (European Aquatics & Lifesaving Championships).

LANGUAGES

Italian - Native Speaker
English - Bilingual (C2)
Spanish - Intermediate (B2)
French - Pre-Intermediate (A2)

CORE COMPETENCIES

- Sports Partnerships & Sponsorship Strategy
- Brand Solutions & Client Servicing
- Commercial Strategy & Rights Activation
- Project & Event Management
- Stakeholder Communication
- Multicultural Team Collaboration

VOLUNTEERING

Glion Institute of Higher Education:

- Hands-on experience in supervising facilities for entertainment and sport
- Organization and supervision of on-campus and off-campus events

ACS Cobham International School:

- Football coach for middle school students

Missioni MVC Onlus:

Peruvian non-governmental organization based in Lima, Peru.

- Elderly care
- Youth and children's entertainment
- Help in orphanages
- Construction of houses and playgrounds

CONTACTS

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 Rome, Italy

International Project & Key Account Manager AIM Sport, Madrid, Spain

February 2020 - September 2021

- Led MD Digital Overlay operations for major UEFA matches (UEL, Coppa Italia).
- Managed client relationships with clubs and international sponsors in the Italian market.
- Drove business development and activation strategy.

Assistant Event Project Manager - Internship Italian Chamber of Commerce Melbourne, Australia

August 2018 - December 2018

- Organized various events, including the Italian Ambassador's Welcome Cocktail and International Week of Italian Cuisine
- Improved internal efficiency and external outreach through administration, digital marketing, and communication.
- Worked with the trade department to research and engage the Australian Industry sector, building relationships and gaining market insights.

Sponsorship Support - Internship GBX Summit, London, United Kingdom

July 2017 - December 2017

- Actively engaged in pitching delegates and sponsors from the pharmaceutical industry, showcasing strong negotiation and sales skills.
- Conducted thorough research to identify and target suitable delegates and sponsors for GBX events, contributing to event planning and success.