

LUCA ALIPRANDI

Sales & Partnerships Director

Commercial Strategy & Revenue Growth

Sports Business | Strategic Partnerships | New Client Acquisition

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EXECUTIVE SUMMARY

Senior commercial manager with 14+ years of experience driving revenue strategy and P&L ownership in complex sports ecosystems. Expert in strategic partnerships and commercial governance. Built and scaled long-term partnerships with clubs, athletes, leagues, federations and global brands. Delivered sustainable growth through portfolio optimization. Regular interlocutor with C-level executives and boards.

CORE COMPETENCIES:

- Commercial & Revenue Strategy (P&L Ownership)
- Strategic Partnerships & Sponsorship Governance
- C-Level & Board Stakeholder Management
- Portfolio & Key Account Management
- Commercial Organization & Team Governance
- Deal Structuring, Negotiation & Value Creation
- Go-To-Market & Pricing Strategy

PROFESSIONAL EXPERIENCE

VIVATICKET S.p.A. | Milan

Head of Sales & Partnerships – Sports (2023 – 2025)

- Full ownership of sports commercial strategy, P&L and revenue governance across 250+ agreements with clubs, leagues and federations (€17M in 2024; €18.5M in 2025).
- Led strategic negotiations with top-tier football clubs (Serie A to Lega Pro), national federations (FIGC FIP, FGI), leagues (Lega Calcio, LVF, LBA) and major events, securing long-term, high-value partnerships.
- Drove portfolio optimization and renewal strategy, achieving ~98% retention while expanding commercial scope.
- Defined go-to-market architecture and pricing frameworks for ticketing and digital services.
- Structured and oversaw a dedicated commercial organization (4 FTE), aligning targets, incentives and performance governance.
- Acted as senior commercial counterpart to institutional stakeholders and executive boards.

ITA AIRWAYS S.p.A. | Rome / Milan**Senior Partnerships Manager - Airlines (2022 – 2023)**

- Contributed to the greenfield launch and commercial architecture of the Volare loyalty program within a newly established airline, shaping the partnership ecosystem from inception.
- Built and structured a portfolio of 20+ strategic, brand-aligned partnerships, fully consistent with ITA's positioning and reputation standards.
- Developed monetization frameworks and loyalty-driven commercial models from the ground up.
- Led national and international negotiations with high-profile partners, ensuring long-term commercial value and brand integrity.
- Acted as cross-functional counterpart across commercial, marketing, digital and legal functions to ensure scalable execution.

VAMOS GROUP S.r.l. | Milan**Senior Commercial Manager - Sports (2018 – 2022)**

- Drove new client acquisition across football and multi-sport sponsorship properties, expanding the commercial portfolio with national and international brands.
- Closed multi-year sponsorship agreements exceeding €2M annually, securing long-term revenue streams for represented properties.
- Structured tailored sponsorship packages aligned with brand objectives and property positioning.
- Managed the full sales cycle from prospecting and pitch development to negotiation and contract closure.
- Built and maintained relationships with marketing decision-makers and senior brand stakeholders.

INFRONT SPORTS & MEDIA AG | Milan**Sales & Sponsorship Manager - Sport (2011 – 2018)**

- Drove new business acquisition for sponsorship rights across top-tier national and international sports properties.
- Closed multi-year sponsorship agreements with global brands and multinational partners.
- Structured tailored sponsorship proposals aligned with brand positioning and property value.
- Managed the full sales cycle from prospecting to negotiation and contract execution.

EDUCATION & CERTIFICATIONS

- IULM University (Milan) - Bachelor's degree in Public Relations & Advertising
- Registered Commercial Agent - Italian Chamber of Commerce

LANGUAGES

- Italian: Native
- English: Professional working proficiency