



CURRICULUM VITAE

CREA WALTER

Date of Birth: 28-11-1994

Mobile: +39 3896896507

E-Mail: walterfrancescocrea@gmail.com

EDUCATION:

- Course for **SPORTING DIRECTOR - FIGC (Italian Football Federation) Technical Sector** – Coverciano
- Course for **REFEREE MANAGER - FIGC (Italian Football Federation) Technical Sector** – A.I.A. (Italian Referees Association)
– Coverciano – Lissone (VAR Centre)
- Course for **FIFA-TMS - FIGC (Italian Football Federation) Players' Registrations & Transfers Department** – Coverciano
- Course for **FOOTBALL TEAM SCOUT - FIGC (Italian Football Federation) Technical Sector** – Coverciano
- Course for **SPORTS MANAGEMENT COLLABORATOR - FIGC (Italian Football Federation) Technical Sector**
- Course for **TEAM MANAGER OF FOOTBALL TEAMS - CONI (Italian National Olympic Committee) School of Sport** - with FIGC (Italian Football Federation) Technical Sector
- Course for the certification as **UEFA B (Football Coach)** – through the **Licenza D** and **UEFA C certifications** - FIGC (Italian Football Federation) Technical Sector
- **FOOTBALL MASTER** under the patronage of **CONI (Italian National Olympic Committee)** and **FIGC (Italian Football Federation)** - University of Football – Rome
- **BACHELOR'S DEGREE IN BUSINESS ECONOMY** – course of studies: **MANAGEMENT OF SPORTS AND SPORTING EVENTS** - University Carlo Cattaneo - LIUC in Castellanza (Varese)
- **MASTER'S DEGREE IN BUSINESS ECONOMY AND MANAGEMENT** - University Carlo Cattaneo - LIUC in Castellanza (Varese)
- Secondary education: **High School focusing on humanities**

WORK EXPERIENCE:

AS Roma S.r.l. - 01nd August 2021 – ongoing:

Within the Sporting Department of the Men's First Team:

- Maintaining institutional relations with the Lega Serie A.
- As Delegate Liaison Officer support and assistance to the UEFA Delegate designated for UEFA Competitions matches.
- Management of relations with the owner of the Stadium.
- Management of match day activities and relations related to institutional relations with Lega Serie A Delegates, with those in charge of the Federal Prosecutor's Office, with Anti-Doping, with Referees, with Referee Observers, and with the Police Commissioner's Office in charge of managing the Police escort for the Referee Team.
- Direct support and assistance to the First Team Referee Officer for activities inherent to this specific role including monitoring and support, on match day, of requests coming from the Referee Team, Observers and the Responsible Technical Bodies.
- Appointed by the club as "Supporting Manager" for the 2021/2022 and 2023/2024 football seasons.

- Function of Referee Manager in friendly matches held during Summer Preparation.
- Supporting the internal consultant on refereeing issues during home matches.
- Refereeing activities during First Team training sessions.
- Function as Team Manager of the First Team in the Serie A Championship in substitution of the unavailable colleague.
- Support to the Sports Director in charge of the management of loan players and maturing players, with activities related, for example, to monitoring the sell-on fee in favor or against the club entered during the acquisition and transfer of players.
- Supporting the activity of managing the contractual issues of new players registered by the club with particular regard to the implementation, finalization and revision of Players' Contracts, FIFA Agent Contracts, Transfer Agreements and Forms Bonuses (i.e sell-on clauses).
- Support activities to the negotiation related to contract renewals and acquisitions and transfers of players.
- Monitoring contracts of Professional Players and First Team Staff with tracking the achievement of Individual Bonuses.
- Realization of reports related to Official Matches.
- Participation in National Licensing Theme meetings and support for activities preparatory to the registration of the team for the championship of the following season.
- Participation in the organization of international friendly matches.

Be Consulting S.p.a. (Milan Office) - 23rd December 2019 – 29th July 2021

- Starting from the 55 countries belonging to UEFA, in-depth analysis regarding: the regulations on the signing up and the lining up of non-EU players; the value and volume of player transfers at European level; the “UEFA Country Coefficients” measuring the level of competitiveness of national leagues and considering the criteria for access to European club competitions; infrastructural assets, management structures, fan base and the different components of a football club's balance sheet. Elaboration of proposals for players' valorization in terms of development of commercial activities and communication channels. Elaboration of digitalization proposals for teams and leagues in the world of football.

FC Internazionale Milano S.p.a. - 22nd January 2019 – 21st July 2019

- Support in the management of relationships and projects with the Partners with in-depth study of the management logics; support for the design, planning and implementation of the activations and events; support for the team's budget control and then from 27th March 2019 management of requests from Inter Office China about the Chinese Partners and Prospects.

SS Monza 1912 S.r.l. - 01st November 2017 – 31st January 2018

- Management of sponsorship activities: research of new Partners, negotiations, definition of agreements and maintenance of relationships. Support to the organization of events related to the activities of a professional football club.

Be Consulting S.p.a. (Milan Office) - 16th May 2016 - 16th July 2016

- Support to a team in charge of carrying out a project that will allow Lega Serie B (Association of teams participating in the second division championship) to increase its revenues through an innovative Digital Transformation process combined with a Fan Engagement activity.

Italian Referees' Association (Milan branch) - December 2012 - June 2014

- Administrative assistant.

ADDITIONAL COURSES – PAPERS AND ADDITIONAL INFORMATION:

- Former **Football Referee AIA- FIGC** in the Lombardy Regional Categories.
- Training Course **First Level Feyenoord Rotterdam**.
- Workshops on Sports Management: "**The responsibilities of a Sports Manager**" CONI School of Sport - Rome
- **Master's Degree thesis concerned the evolution of sponsorship in the world of football. Case Study: the agreement between Microsoft and Real Madrid.**
- **Bachelor's degree thesis concerned the revenues analysis of the main football teams in the most important European football leagues.**
- **Secondary school final dissertation** concerned the relationship between sport and disability - Interview with Giusy Versace (Italian Paralympic Athlete).

FOREIGN LANGUAGES:

- **English:** Very good knowledge – Language certificates: BEC 11-2016, BULATS 09-2016; TOEFL 26-07-2014; PET 06-2012
- **Spanish:** Good knowledge – Language certificate: DELE 07-2018
- **French:** Basic knowledge

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