



# Francesco Pracca

***Direttore Sportivo FIGC e AdiSe***

***Project Manager ISIPM***

***Order Fulfillment Specialist CS&L  
Mondelez International S.r.l.***

## PERSONAL PROFILE

**Birth:**

Asti, 26th May 1995

**Addresses:**

Piazza Don Borio 4, Piovà Massaia (AT),  
14026, Italia

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Italia

## CONTACT ME AT

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## LANGUAGES

**Italian:** Mother tongue

**English:** C1 Level

**French:** B1 Level

**Spanish:** B1 Level

## WORK EXPERIENCE

**Mondelez International S.r.l. – Order Fulfillment Specialist CS&L**

Full-time

August 2023 – Present

**Mondelez International S.r.l. – Sales Operations e Analytics**

Internship

February 2023 – July 2023

**Pirelli Tyre S.p.a. – Pricing Analyst**

Internship

June 2022 – December 2022

**FSI – Football Scout Italia - Collaborator, Talent Scout**

Part-time

September 2021 – Present

**WeRise S.r.l.s. – Progetto Calciatori Ignoranti – Business  
Accountant, Project Manager**

Part-time

January 2022 – September 2022

**WeRise S.r.l.s. – Progetto Calciatori Ignoranti – Partnership  
Management and Content Creation**

University Internship

March 2021 – June 2021

## MAIN APPLICATIONS

GfK

Kantar XTeI

Kantar Lizeo

Microsoft Office

Microsoft Excel

Microsoft Forms

Microsoft Word

PowerPoint

Nielsen

PVC – Qlick

SAP

SAP BI

SAP MM

SAP SD

UNI 21500

UNI 21502

META

PHOTOSHOP

WIX.COM

## EDUCATIONAL HISTORY

### Advanced Open Course:

**“Bologna Business School” – Corso di Specializzazione in Sport Value Management**

May 2023 – June 2023

### Master's Degree:

**“Alma Mater Studiorum”, Università degli Studi di Bologna - (LM-47) Management delle Attività Motorie e Sportive**

October 2019 – October 2021

Final grades: **110/110 cum Laude**

### Bachelor's Degree:

**Università degli Studi di Torino - (L-33) Economia e Commercio, percorso Economia e Finanza**

October 2014 – October 2018

### High School Graduation:

**Liceo Scientifico “F. Vercelli” - Asti**

September 2009 – June 2014

## MAIN LICENSES E CERTIFICATIONS

### FIGC – PRO Sport Director (C.U. 463 – 21/06/2022)

Course of 160 hours (at least 144 compulsory) and exam for the role of FIGC Sport Director

June 2022

### Istituto Italiano di Project Management – ISIPM Base Professional Registration (n° 15693)

- Knowledge of Context
- Technical and Methodological Knowledge
- Behavioural Knowledge

December 2021

### Driving Licence B

July 2015

## SCHOLARSHIPS

### Istituto Italiano di Project Management – II° Premio per la miglior Tesi del 2021 su tematiche di Project Management

**Thesis:** “Business Plan a tre anni di WeRise S.r.l.s. e del progetto Calciatori Ignoranti: pianificazione dell'attività e dei servizi offerti da un'agenzia di marketing digitale, operante nel settore sportivo, con contestuale creazione di valore economico per un progetto di proprietà consolidato sui social network.”

April 2022

## SKILLS

Advanced Marketing

Business Economy

Cognitive Psychology

Contracts and Obligations

Corporate Balance Sheet

Corporate Strategy

Development of Sports Equipments and Facilities

Digital Contents Production

Economics and Business Management

Institutions and Markets of Sport

Legal and Administrative Profile

Management Control

Match Analysis

Order Fulfillment

Partnership Activation

Pricing Analysis

Project Management

Sales Operations Analysis

Social Media Management

Social Media Marketing

Sociology of Sport

Sport Direction

Sport Journalism

Talent Scouting

## OTHER CERTIFICATIONS

### The Scouting App – Scouting e Talent ID Certificate of Participation

- Level 1
- Level 2
- Level 3
- Level 4

May 2022

### CLA Unibo: English Linguistic Proficiency B2

December 2020

### CLA UniTo: English Linguistic Proficiency B2

September 2018

### CEPIS - ECDL Full-Standard

- Online Collaboration (Google Suite)
- Presentation (MS Office 2010)
- IT Security (GENERICA)
- Word Processing (MS Office 2010)
- Spreadsheets (MS Office 2010)
- Online Essentials (Google Chrome e Gmail)
- Computer Essentials (Windows 10)

June 2018

*Autorizzo il trattamento dei miei dati personali presenti nel CV in conformità con l'art. 13 del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali" e dell'art. 13 del GDPR (Regolamento UE 2016/679).*