

# LUIGI D'AVANZO

## INTERNATIONAL PARTNERSHIPS MANAGER

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## CAREER OVERVIEW

- Thanks to my **strategic vision and ability to engage effectively with internal and external stakeholders** at all levels, I operate with confidence and authority, significantly impacting the long-term success of the organizations I collaborate with.
- As a **sports marketing professional**, I bring extensive expertise in partnership management, business development, event organization, and relationship building within the sports industry, with a particular focus on professional sports.
- As a **prestigious University of London graduate**, I combine creativity with strategic thinking to **create innovative and engaging solutions**. I excel at turning complex projects into measurable results that align seamlessly with both clients' and fans' expectations.
- My passion for sports is complemented by a deep curiosity about global trends, enabling me to craft **tailored strategies and forward-thinking solutions**. With a **robust combination of technical expertise and relationship management skills**, I am a trusted resource for building and maintaining strategic partnerships.
- Thanks to my ability to engage effectively with internal and external stakeholders at all levels, I operate with confidence and authority, significantly impacting the long-term success of the organizations I collaborate with.

## STRENGTHS AND VALUES

Fan & Brand Activation  
Account Management & Business Development  
Partnership Activation

Team Leadership  
Brand Awareness  
Image Rights Management  
Mktg & Communications Campaign

Event Creation & Management  
Sponsorship Management

- Proficient in **identifying connections**, interpreting organizational and business dynamics, and taking appropriate actions.
- Possessing a **commercial and empathetic approach**, I am adaptable, working effectively both in teams and independently.
- **Precision and leadership** enable me to foster a calm, results-driven environment.

## LANGUAGES

Italian: Native | English: Fluent | Spanish: Basic Knowledge

## TRAINING

### BIRKBECK, UNIVERSITY OF LONDON

- Degree in Management with a specialization in Sport Management MSc, awarded with merit. The dissertation received academic recognition and was published as an article in an academic journal.

### SDA BOCCONI SCHOOL OF MANAGEMENT

- Training Course in Sports Marketing & Sponsorship: Skills for a Successful Sports Manager

### SALERNO UNIVERSITY

- Bachelor's degree in economics and management

## CURRENT ASSIGNMENT

### **SSC Napoli** | Italian Serie A Professional Football Club | 2022 – Ongoing

Strategic Partnerships Specialist (Reporting to the Head of Partnership) | 2025 – Present

*Following a recent corporate reorganization, my role focuses on managing and strategically developing commercial partnerships to expand business opportunities and strengthen the company's market positioning.*

- Identify and acquire companies in strategic industry sectors, proposing innovative commercial projects.
- Develop tailored strategic proposals to engage and retain new partners, contributing to revenue growth and brand value enhancement.
- Align the role with internal commercial dynamics, with an in-depth understanding of business processes and operational tools (e.g., DB Sales).
- Collaborate with internal departments (administration, account management, sales, and content) to ensure the efficient and coordinated execution of partnership strategies.

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## **International Partnership Specialist (Reporting to the Head of Partnership) | 2022 – 2024**

- Oversaw visibility rights, stadium activations (stadium tours, hospitality, post-match experiences), photo shoots, and marketing campaigns for assigned partners. Led stadium tours for guests and sponsors and coordinated LED playlist submissions to Lega Serie A for international partners.
- Reviewed sponsorship contracts to prevent rights conflicts or financial discrepancies. Maintained and updated the DB Sales system, monitoring contracts, revenues, and partner rights. Coordinated with the administration department to issue international invoices and supervised hospitality areas on matchdays to ensure high standards.
- Organized key events, including title celebrations, summer training camps with players, the Christmas gala (630 guests), and pre-match stadium activations for brands such as Coca-Cola and eBay.
- Collaborated directly with players to organize sponsor-driven photo shoots, image rights activities, and daily commercial engagements.

### **Key Achievements:**

- Designed innovative activations, including naming a training field through fan polls and allowing fans to select the club's official goal celebration song in the stadium.
- Led international collaborations to enhance the club's global visibility, exemplified by the partnership with the Cleveland Cavaliers.

## INTERNATIONAL EXPERIENCE

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### **BSP Global Ltd., Birmingham, UK (Marketing Agency) | 2020**

#### **Account Executive**

- Coordinated business activities, working closely with managers and teams.
- Supported the development of corporate policies and strengthened internal relationships to drive goal achievement.
- Collaborated with the marketing, sales, and HR departments to develop cross-functional competencies.
- Participated in recruitment processes, including hiring and employee training programs.
- Analyzed market trends, proposing strategic actions to optimize sales processes.
- Increased sales by 50% through strategic partnerships and targeted business proposals.

## EXPERIENCES IN BASKETBALL AND VOLLEYBALL CLUBS

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### **S.S. F. Scandone Basket Avellino (Italian professional basketball team) | 2018**

- Supported the GM in partnerships and agreements during the FIBA Champions League, including market and marketing activities.
- Developed comprehensive partnership performance reports and delivered in-depth analyses to senior management.
- Oversaw public relations, events, social media, hospitality, and matchday operations, collaborating closely with partners/staff.
- Served as the primary liaison between the club, players, and staff, ensuring seamless communication.
- Identified and pursued new business opportunities, negotiating agreements with clients and stakeholders.
- Maintained and managed relationships with FIP, overseeing hospitality and external partnerships.

### **ASD Roccarainola (Basketball and volleyball club) | 2018 – 2022**

#### **General Manager**

- Coordinated the technical staff, team, and senior management to ensure operational continuity.
- Oversaw sponsorships, focusing on acquisition, activation, and retention.
- Managed relationships with internal and external stakeholders, including communications, hospitality, and federations.
- Planned training sessions, matches, and events to ensure financial sustainability and player development.

#### **Projects & Achievements:**

- Secured 35 new sponsors, achieving a 100% retention rate.
- Exceeded KPIs with 120 new registrations and +200 social media followers.
- Launched a rebranding campaign, resulting in +200% brand awareness and 6 new sponsors acquired in a single summer.
- Developed a sustainable financial model to ensure long-term stability and player growth.

#### **Head Coach**

- Managed teams and planned weekly training sessions.
- Coached academy players, preparing them for higher competitive levels.

#### **Projects & Achievements:**

- Developed 8 players who were promoted to the senior team, with 5 selected for the national team and 6 recruited by higher-level clubs.
- Secured a senior league championship, achieving promotion.
- Clinched the prestigious Senior Coppa Campania title.