

Alberto Crespi

Senior Partnership & Sponsorship Manager



- 14/09/1988
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EDUCATION

SDA Bocconi
Executive Program: Sport Management
2019 | Milan, Italy

Fondazione ISTUD
Master in Marketing Management
2015 | Baveno (VB), Italy

Embassy CES
Intensive English Course
2013 | San Diego (CA), USA

Università Cattolica del Sacro Cuore
Bachelor's Degree in Political Science
2013 | Milan, Italy

LANGUAGES

- | | |
|---------|-----------|
| Italian | ● ● ● ● ● |
| English | ● ● ● ● ● |
| French | ● ● ● ● ● |

SKILLS

- Sponsorship Activation
- Business Development
- Key Account Management
- Contract Negotiations
- Marketing Budget Management
- Stakeholder Management
- Omni-channel Strategy
- Sports Marketing

PROFILE

Senior Partnership & Business Development Manager with **+10 years of experience** in Sports Marketing and Brand Management. Proven track record in managing **high-value commercial alliances** for global brands (**Hankook, BMW**) and rights holders (**Serie A Clubs**). Expert in bridging the gap between traditional sponsorship assets and digital fan engagement, **driving revenue growth** and maximizing **ROI** through strategic negotiation and omni-channel activation.

PROFESSIONAL EXPERIENCE

Partnership Manager

Socios.com (Chiliz Group)
05/2022 – Present | Milan

- Managing the Italian portfolio for the world's leading Fan Engagement platform, serving as the strategic bridge between product and top-tier sports clubs.
- European Activation Lead (Since 09/2024):** Selected to coordinate sponsorship activation and reporting standards for the entire European partner portfolio, extending scope beyond the Italian market while maintaining commercial oversight.
 - Portfolio Management:** Manage commercial relationships with 9 major partners (including AC Milan, Inter, Juventus, Napoli, FIGC, Serie A), acting as the primary point of contact for Club Executives.
 - Revenue & Retention:** Lead contract renewal negotiations, ensuring retention and maximizing asset utilization for both the brand and the rights holders.
 - Activation Strategy:** Direct the execution of omni-channel marketing campaigns (In-stadium, Digital, Social) to drive fan engagement and Token adoption.
 - Performance Analysis:** Deliver Quarterly Business Reviews (QBRs) to partners, identifying upsell opportunities and optimizing ROI.

Brand Manager & Sponsorships

Hankook Tire Italia S.r.l.
06/2017 – 05/2022 | Sesto San Giovanni (MI), Italy

- Sponsorship Strategy:** Managed end-to-end activation of premium sponsorships including Real Madrid, UEFA Europa League, and SSC Napoli.
- Budget Management:** Oversaw the annual marketing budget of over **€500k** optimizing allocation across Media, Events and Sponsorships.
- Campaign Execution:** Planned and implemented ATL campaigns (TV, Radio, OOH) across Italy, Cyprus and Greece, increasing brand awareness in the premium segment.
- B2B & Events:** Organized corporate hospitality events and dealer incentives connected to sports assets.

Marketing Specialist

Illy S.p.A.
07/2016 – 05/2017 | Milan Area

- Executed ATL/BTL marketing activities and CRM campaigns, improving customer database segmentation and engagement rates.
- Conducted competitive analysis and quantitative sales reporting to support strategic decision-making.

Product Marketing Specialist

BMW Italia S.r.l.
10/2015 – 07/2016 | San Donato Milanese (MI), Italy

Dealer Development Assistant

Hyundai Motor Company Italy
05/2015 – 09/2015 | Milan

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