

## Ettore Mendicino



**Date & place of birth:** 11/02/1990 - Milan, Italy

**Nationality:** Italian

**Address:** Via Gherardo Vaiarini 15– 00054, Fiumicino, Rome, Italy

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### EDUCATION

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**2022-2023 – Luiss Business School – Rome, Italy**

Master in **Master in Management delle Imprese creative e culturali - Major in Sport Management**

Main Courses: Brand and Sport Marketing, Leadership Management and Organization, Economics in the Sports Industry, Sports Supply Chain, Sustainability

**2012-2016 – Università Telematica Internazionale Uninettuno – Rome, Italy**

Master's Degree in "Media and Advertising Communication Sciences"

Main courses or thesis: Effective Communication, Social Media Management, Communicative Leadership, Project Management, Negotiation and Conflict Resolution, Corporate Communication

### WORK EXPERIENCE

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**05/2023 – 09/2023: Assistant Project Manager, ITALIACAMP SRL**

- Research
- Project Developer

**2009 – 2022 – Professional Soccer Player – Serie A, Serie B, Lega Pro**

More than 350 appearances, prominent Clubs: SS Lazio, Monza, Salernitana, Como, Siena and represented Italy in various national youth teams, including appearances with the Under 21 squad.

**2023 – Co-founder of MTA – More Than Athletes Association, Rome, Italy**

- Foundation a no-profit associations whose core business is the support for athletes on a psychological and practice level, helping them to overcome the obstacles associated with success/failure in sport and professional reorientation at the end of their career.

**2023 – Co-Founder & CEO of A-BRAIN S.r.l. SB**

- The company's purpose is the development, production, and management of platforms (mobile applications and websites), primarily but not exclusively dedicated to athletes and former athletes from all sporting disciplines. These platforms aim to provide services and activities related to training and digital recruitment. Our mission is to redefine how athletes are perceived, encouraging them to embrace a broader sense of identity beyond their sporting talents.

**2023 On going: creator and host of “Fuori Dal Podio Podcast”**

- a podcast dedicated to exploring the often-overlooked facets of the world of sports. The podcast delves into the mental and emotional aspects of athletes' journeys, emphasizing the importance of resilience, self-discovery, and personal growth. It is available on major podcast platforms, providing insights and inspiration to a diverse audience.

**2023 on going: Assistant coach for the As Luiss Football Team, Juniores Team**

**LANGUAGE**

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**Italian** – native language

**English** – fluent

**Spanish** – good

**IT SKILLS**

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Good Knowledge of Microsoft Office, Particularly Excel and PowerPoint

**Additional Information**

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**Coach UEFA B license**

- Silver Medal at the Mediterranean Games of Pescara - 2009 (Under 20 National Team)
- Winner of the Italian Cup, Serie A - 2009 (SS Lazio)
- Winner of the Italian Cup, Serie C - 2014 (Salernitana)
- Lega Pro Champion - 2015 (Salernitana)

**01/2024 – 02/2024: Reato Soccer Academy, New York, USA**

**Individual Coach**

- Individual Soccer Training
- Small Group Soccer Lessons