



Ivan Agnelli

Commercially driven sports business professional with 15+ years of experience across sales, fan activation delivery and partnership operations. Proven track record in account management across fashion, FMCG and sports.

CONTACT ME

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Stockholm, Sweden

EDUCATION

Sports Management Fundamentals

Johan Cruyff Institute
2024

Professional Master in Football Business

The FBA - The Football Business Academy
2021 - 2022

Bachelors Degree - Corporate Communication

University of Johannesburg
2004 - 2007

SKILLS

- Account Management
- Activations
- End-to-End Sales Cycle (prospecting → closing)
- Relationship Building
- Sports Enthusiast
- Wholesale Sales
- In store staff product training
- Market analysis
- Fluent English & Italian | Conversational Spanish
- | Basic Swedish (attending SFI classes)

WORK EXPERIENCE

Ticketing & Activations - Team Lead Socios.com | Madrid, Spain

April 2023 - Dec 2025

- Lead commercial activation operations for 9+ elite football clubs, including Juventus, AC Milan, Inter, Napoli, AS Roma, and the Italian National Team.
- Managed the delivery of 5000+ tickets, 400+ merchandise packages, and 200+VIP experiences per season aligned to partner sponsorship assets.
- Acted as the primary contact for club commercial teams, ensuring smooth execution of rights and activations.
- Managed and mentored a team of 2 handling partner-facing operations.
- Collaborated across marketing, partnerships, and product teams to enhance fan engagement and partner value.

Ticketing & Activation Specialist

June 2022 - March 2023

Ticketing & Activation Intern

Oct 2021 - May 2022

Global Account Manager

Jan 2019 - Sept 2021

Cogent Communications | Stockholm, Sweden

- National account strategy, sell-through management, performance reporting.

Key Account Manager

Sept 2017 - Dec 2018

Karün | Stockholm, Sweden

- Managed national account strategy and relationships across retail partners.
- Oversaw sell-through performance, sales analysis, and stock management.

Sales Representative - Wholesale Retailers

June 2016 - May 2017

Character Group | Johannesburg, South Africa

- Coordinated in-store merchandising, signage, and promotional campaigns.
- Conducted weekly store visits to gather insights and strengthen client relationships.

Sales Representative - Fila

June 2011 - April 2016

Footwear Trading | Johannesburg, South Africa

- Conducted weekly store visits to manage customer relationships, monitor in-store execution, and gather market insights.
- Assisted with replenishment planning, order forecasting, and seasonal product feedback.
- Coordinated marketing and merchandising activities including signage and promotional campaigns.