



## PIERFILIPPO TOMEI

### MARKETING, PARTNERSHIPS & PR

#### CONTATTI

via Pontida, 2 - Milano

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#### HARD SKILLS

- Marketing and communication strategy
- Brand campaign and media management
- Relationships management
- Project management

#### SOFT SKILLS

- Team work and collaboration
- Problem solving and creativity
- Flexibility and time management
- Public speaking

#### LANGUAGES

- English
- Spanish
- Italian

#### WAY OF LIFE

"There is a virtuous circle in sport: the more you enjoy the more you train; the more you train the better you become; the better you become the more you enjoy".

I think that it is the same in life and work.

### Marketing enthusiast, communication specialist and sports lover.

Professional attitude and business acumen in the sport and entertainment industries with concrete background in marketing and partnership.

#### WORK EXPERIENCE

##### Senior Manager, Sports Marketing

Sky Italia | January 2020 – actual | Milan



- Head of **sports marketing strategy** for Sky Sport
- External (athletes, influencers, brands, federations, clubs) and internal (Sky Sport talents, journalists, editorial directors) **relationships and partnerships management**
- Lead **brand and sport properties campaigns** (i.e. Champions League, Formula 1, etc)
- People and budget management

##### Lecturer – Sports marketing

24ore Business School | January 2020 – actual | Milan



##### Co-Founder and Shareholder

Giove Gin | February 2021 – actual | Milan



##### Brand Communication Manager

adidas Italy | January 2019 - January 2020 | Milan



- Steering of sport categories to create and manage the seasonal marketing plan
- Manage ATL and BTL campaigns and plan the effective implementation and execution of the activation strategy
- Clubs, Federations, athletes and talent management in order to lead activations and cross-marketing campaigns
- Budget (7M) and people management

##### Marketing & Partnership Specialist

FC Internazionale Milano | October 2016 - December 2018 | Milan



- Design and execution of traditional and digital marketing campaigns engaging the first team players, influencers and PR
- Partnerships and co-branded activations management
- Brand positioning and brand development projects
- Events management and match-day stadium activations

##### Sports Marketing, Sponsorship & Events

Master Group Sport | March 2016 - September 2016 | Milan



- Marketing campaigns design and execution
- Key sports events management
- Influencers and celebrities management
- Sponsorship and corporate hospitality management

#### EDUCATION

##### Master Sport Business Management

Business School de Il Sole 24 Ore | 2015 - 2016 | Milan

##### Degree - Economics and Management

Università degli Studi di Milano – Bicocca | 2012 – 2015 | Milan

##### Erasmus - Economics and Management

Universidad Publica de Navarra – Spain | 2014 – 2015 | Pamplona (Spain)

I authorize the use of my personal data.

*Pierfilippo Tomei*