

LORENZO CAPRA

Date of birth: 18/11/1992

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Education



Il Sole 24 Ore Business School, Milan, Italy

Master's degree, Sport Business Management / October 2017



Colorado State University, Fort Collins (CO), United States

Bachelor of Arts (B.A.), Economics / December 2015

Profile

- A great passion and knowledge of the sports industry, from commercial to operative;
 - Dynamic Partnership Sales Manager with over 7 years' experience in the sport industry;
 - Proven track record of driving significant revenue growth from high-value partnership deals;
 - Excellent people skills and great work ethic that provides an contribution to the success of the team;
 - Strong organizational skills, including the ability to manage a high volume of detail-oriented work;
 - Excellent IT skills with programs such as: Microsoft, Adobe and CRM management (Salesforce, etc.), as well as experience with platforms such as: YouGov, InsideView, Statista, Nielsen/Repucom and Blinkfire.
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Work Experience



[Torino Football Club](#)

Partnership Strategy & International Sales Manager

Jan 2022 – Present / Turin, Italy

- Develop the commercial and marketing strategy to grow the Club's expansion internationally;
- Negotiate and finalize new partnerships agreement to increase the Club's international commercial revenues (e.g. 2121.com, 365 Wanmei Sports, JD Sports, MeritKing.News, Red Bull, Tuborg/Carlsberg, YouHodler, etc.);
- Responsible for all media sales for the Club through virtual visibility tools to increase revenue in different regions of the world (e.g. Betway, Kaiyun, PinUp Casino etc.);
- In charge of all research and analytics of the Club (e.g. Nielsen, YouGov, Blinkfire, etc.);
- Account management of all regional international partners of the Club.



[FC Internazionale Milano](#)

Partnership Sales Executive

Jun 2020 – Dec 2021 / Milan, Italy

- Identify, target and generate new partnership opportunities through, data mining and cold calling (e.g. Panasonic);
- Developing prospects through the sales process; prospecting the company and relevant decision makers, securing initial meetings and delivering Club presentations;
- Experienced managing a pipeline of clients and prospects through Salesforce CRM system;
- Collaborate with other company departments (e.g. legal, marketing, procurement, finance) in drafting the contractual partnership drafts;
- Weekly reporting of sales performance to the Chief Commercial Officer.

Partnership Sales Support

Apr 2018 – May 2020 / Milan, Italy

- Monitor industry & market, collecting materials to provide bespoke analysis for the Partnership Sales team;
- Research local and international markets for potential partnership opportunities;
- Develop customized proposals and sales presentations for new business prospects;
- Management of the CRM system (Salesforce) to keep track of the sales pipeline (clients & opportunities);
- Creation of a commercial rate card that includes all the sponsorship benefits (e.g. team, digital, stadium, events);
- Provide all sort of support and assistance to the Partnerships Sales team (data, legal, events & merchandising).



Sport Marketing Intern

Jan 2018 – Apr 2018 / Milan, Italy

- Creation of price lists for advertising spaces on the sports channels (e.g. Sky Sport, Sky Sport 24, Sky Football);
- Produced product material presentations to support the sales network;
- Research, analysis and cataloging of the sports competition/properties of the network;
- Support for creating event guest lists, sending invitations, registration of attendance, event reporting.

Leadership and Service



Colorado State University Best Buddies

Buddy

Aug 2014 - May 2015 / Fort Collins (CO), United States

- One-on-one work with adults with mental health issues in order to help the community.
- Attended two Best Buddies meetings per month to interact and participate in activities with teens with mental health issues.
- Developed mentoring relationships with adults to provide support and advice with their personal experience.

Languages

- Italian: Native level
- English: C2 Proficiency – Fluent level
- Spanish: Elementary proficiency (currently taking classes)