

# Stefano Marroni

**Date of Birth:** 04/01/1994

**Nationality:** Italian

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📍 Cagliari, Italy

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Curious, proactive and results-oriented professional with a passion for football and a commitment to continuous improvement. Skilled in cross-cultural communication and driven to achieve success.

## Education

03/2024 - 03/2025

**The FBA - Football Business Academy**

Professional Master in Football Business  
Geneva, Switzerland

09/2017 - 12/2019

**University of Modena (UNIMORE)**

MSc International Management  
(Cum Laude)

10/2013 - 07/2016

**University of Sassari (UNISS)**

BSc Economics & Management

## Certifications

PFSA Scouting & Talent ID Level 2  
PFSA Performance & Opposition Analysis  
Digital Marketing by Google  
Advanced Google Analytics

## Soft Skills

- Team Work
- Time management
- Adaptability
- Problem solving
- Critical thinking
- Empathy

## Other activities

Football player  
Volunteering: Tedx, Motor Valley Festival  
Grassroots football developer  
Sports associations member

## Work Experience

**UEFA - Nyon, Switzerland (05/2025 - 06/2025)**

*Team Liaison Officer - Uruguay U18 National Team*

Supported the organization and logistics of the tournament, assisting Uruguay NT. Coordinated communication between UEFA staff, team officials, and event management to ensure smooth operations and a positive team experience.

**Liga Portugal - Lisbon (12/2024 - 03/2025)**

*Project Manager*

Successfully designed and delivered fan engagement strategies for 1st and 2nd division clubs. Conducted benchmarking, stakeholder analysis, and presented actionable plans to League executives.

**Atalanta B.C. - Bergamo (10/2024 - 01/2025)**

*Data Analyst & Business Intelligence*

Responsible for improving data management processes and analyzing youth player performance metrics. Provided actionable insights to enhance player development, optimize scouting efficiency and long-term asset management.

**Bper Banca Group (09/2022 - 02/2024)**

*Branch Manager - Banco di Sardegna S.p.a.*

Consistently achieved sales targets across lending, investment and insurance products, while driving client acquisition and ensuring long-term customer loyalty.

**Bper Banca Group (07/2020 - 08/2022)**

*Retail Banking Consultant*

Managed a broad client portfolio, providing tailored financial solutions and building long-term relationships through trust, service excellence, and proactive cross-selling initiatives that drove portfolio growth.

## Languages



Native



Fluent



Fluent

## Core Competencies

Business Development & Market Analysis

Account & Project Management

AI tools for Business

Data Analysis & Visualization

CRM, Fan Engagement & Marketing

Google Workspace, Microsoft365