

Marco Munari

Italian | Date of Birth: 22/09/2002

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EDUCATION

NHH – Norwegian School of Economics

Bergen, Norway

- *Double Degree student for the Msc in Economics and Business Administration* August 2025 - present
 - Major in Strategy and Management, Minor in Business Analysis and Performance Management

Bocconi University

Milan, Italy

- *Master's Degree in International Management - Concentrations* September 2024 – present (ongoing)
- *Bachelor's Degree in Business Administration and Management* September 2021 – July 2024
 - Final evaluation: 109/110

McCombs School of Business - University of Texas at Austin

Austin, TX, United States of America

2024 Undergraduate Exchange Program

January 2024 – May 2024

WORK EXPERIENCE

I&B | Innova et Bella (Marketing Network Milano s.r.l.)

Milan, Italy

Sport Business Analysis and Project Management Intern

June 2024 – September 2024

- Supported brand management and innovation projects for national federations, such as FIGC, AIA, FIR, FIBS
- Conducted data-driven analyses for strategic marketing recommendations across club-level and institutional clients.
- Managed project deliverables and internal knowledge base improvements.

A.C. Reggiana 1919 s.r.l.

Reggio Emilia, Italy

Marketing and Sales Intern

June 2023 – August 2023

- Managed ticketing operations for the 2023-24 season, reaching 5,600+ subscriptions (+29%).
- Improved partner and fan service workflows; streamlined subscription processes and CRM-related activities.

LEADERSHIP & EXTRACURRICULAR EXPERIENCE

Bocconi Students for Sport Management

Milan, Italy

Co-President

August 2025 - present

- Lead a team of 40+ students in organizing conferences, guest talks, and editorial initiatives on the sports business.
- Develop strategic partnerships with industry stakeholders and manage institutional relations.

Digital Division Director

August 2023 – August 2025

- Oversaw editorial and social media operations, supervising a team of 10+ people.
- Authored articles on sport management topics; enhanced digital visibility by 34% on the last 2-year period.

Digital Division Member

September 2022 – August 2023

- Wrote monthly sport business content; supported planning of community and conferences' events

AWE Sport Education – Como 1907 Digital Sport Academy

Remote

Attended a full course on the sport industry dynamics

June 2024 – August 2024

- Ranked 1st in Sport Finance module; explored commercial rights, valuation models, and media strategies.

LANGUAGES AND COMPUTER CERTIFICATIONS

Italian: native

English: fluent; IELTS: overall band score 7.5, minimum 6.5 (C1) (December 2022)

French: intermediate; completed the B1 course at Bocconi University (September 2023)

Microsoft Office: advanced; ECDL Full Standard (January 2022)

Microsoft Project 2019: basic; completed the full course of Project Management with Office at Bocconi (October 2024)

Python: beginner; attended course at Bocconi University (June 2022)

R: beginner; attended Statistics course at Bocconi University (January 2023)

PRIVACY

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