

# Giovanni Malacarne

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Commercial partnerships professional with 5+ years' experience across global sports properties, including Formula E, World Rally Championship, and international football platforms. Proven track record in revenue generation, partner acquisition, and long-term relationship management. Strong background in sports finance and strategic advisory.

## WORK EXPERIENCE

### **World Football Summit Partnerships Manager**

**Aug 2025 – Present  
Madrid, Spain**

Responsible for driving commercial growth at World Football Summit, a global platform uniting key stakeholders across the football ecosystem. Delivering international events worldwide, tackling the industry's most pressing topics alongside partners such as LaLiga and the Saudi Pro League.

- Led commercial expansion initiatives in the Middle East, generating €75k in new partnership revenue within the first quarter.
- Managed end-to-end delivery of commercial rights across three international flagship events, improving partner satisfaction and renewal intent.
- Partnered with cross-functional teams to deliver seamless event experiences, significantly enhancing brand presence and stakeholder relationships.
- Streamlined the prospecting process for partnership development, enhancing stakeholder engagement and significantly improving conversion rates through effective communication and follow-up strategies.

### **WRC Promoter GmbH Partnerships Manager**

**Jan 2024 – Aug 2025  
Munich, Germany**

Part of the commercial team at WRC Promoter GmbH, responsible for growing commercial revenue for the World Rally Championship and European Rally Championship. Leading new partner scouting, sponsor retention, and upsell initiatives throughout the season.

- Played a key role in securing Hankook as the new tyre partner of the World Rally Championship in 2025 for a total value of €3m.
- Cultivated strong partnership relationships across two championships, achieving seamless commercial rights delivery and reporting for all partners.
- Signed Japanese brand Eneos as the Motor Oil partner of the European Rally Championship for €150k.

### **Formula E Partnership Strategy and Planning Coordinator**

**Oct 2021 – Sep 2023  
London, United Kingdom**

Part of the Commercial Strategy team at the world's leading all-electric single-seater motorsport championship, supporting commercial revenue growth by identifying new partnership opportunities while also strengthening and expanding existing partner relationships.

- Identified and closed upsell opportunities with partners including Enel and TAG Heuer, increasing partnership value by ~15% in one season.
- Involved in the scouting, outreach and closing of Copper as the Official Partner of the championship for a total value of €3.5m.
- Coordinated activation efforts for major sponsorships, fostering strong relationships with stakeholders and driving engagement that contributed to a significant rise in partnership renewals.

**Tifosy Capital & Advisory** **Sep 2019 – Oct 2021**  
**Analyst** **London, United Kingdom**

Analyst at London-based firm providing integrated advisory and capital solutions specifically for the global sports industry. Part of an international team offering strategic M&A, valuation, and consultancy services for sports entities.

- Supported the €12m sale of Italian football club Pisa SC to investor Alexander Knaster, contributing to valuation analysis and transaction materials.

**Bank of America Merrill Lynch** **Sep 2016 – Apr 2017**  
**Corporate Banking Intern • Internship** **Milan, Italy**

Part of the Italian Corporate Banking Coverage team, supporting strategic corporate finance transactions with major local companies.

**M&G Investments** **Jun 2014 – Jun 2014**  
**Fixed Income Summer Intern • Internship** **London, United Kingdom**

Summer Intern at M&G Investments' global headquarters in London as part of the Fixed Income team.

## EDUCATION

**Bachelor of Science, BSc (Hons) in Economics**

University of Plymouth Plymouth, United Kingdom

**International Master in Management**

EADA Business School Barcelona, Spain

## SKILLS

**Languages:** English (Fluent), Italian (Native), Spanish (Fluent)

**Tools:** CRM systems (Salesforce & Pipedrive), Microsoft Excel (advanced) & Powerpoint

**Commercial & Partnerships:** Contract Management, Partner Activation & Rights Delivery, Revenue Growth & Upselling, Sponsorship Sales & Negotiation