

Simone Lamperti

- Milan, Italy | • +39 392 7360616 | • simo.lamperti@gmail.com
- Driving license: Yes
- Availability: To be agreed

Professional Profile

Sports marketing and event operations professional with hands-on experience in commercial partnership activations, stakeholder management, and live event coordination within a top-tier football club. At Atalanta BC, I supported UEFA-level match operations, managed supplier and partner relationships, and contributed to high-impact fan engagement initiatives. Detail-oriented, proactive, and effective under pressure, I aim to grow in roles that combine brand activation, event delivery, and operational planning within international sports environments.

Professional Experience

Atalanta Bergamasca Calcio (Serie A) – Commercial Operations executive

Bergamo, Italy | Aug 2023 – Present

- Delivered commercial partnership activations and ensured compliance with contractual obligations for every Club's sponsor.
- Coordinated matchday operations for Serie A and UEFA Champions League fixtures, ensuring alignment with UEFA organisational standards.
- Led coordination with technical crews (LED boards, audio, lighting, giant screen, stadium speaker) to ensure flawless event execution.
- Supported the planning and delivery of fan-engagement initiatives including the season ticket campaign, kit launch, matchday entertainment, and special projects such as the Europa League victory celebration parade and the production of Atalanta: una vita da Dea.
- Liaised with fans, partners, teams, and suppliers to support commercial activities, hospitality operations, and sponsor visibility.
- Designed and produced institutional graphics, sponsor branding, and communication materials used across stadium and digital touchpoints.
- Provided cross-departmental support to the marketing and commercial areas on strategic and operational tasks.
- Managed multiple projects simultaneously in fast-paced and high-pressure live event environments.

Education

Master's Degree in Sport System Management University of Modena and Reggio Emilia (Unimore), Italy | Jan 2023 – Aug 2023

Bachelor's Degree in Economics and Cultural Heritage Management

Università Cattolica del Sacro Cuore, Milan, Italy | Sept 2019 – Sept 2022

Skills

Core Competencies

- Event & matchday operations
- Partnership activation & sponsor management
- Stakeholder & supplier coordination
- Multitasking and problem solving
- Project coordination
- Fan engagement initiatives
- Delivery under pressure

Digital Skills

- Microsoft Office Suite (Excel, PowerPoint, Word)
- Presentation design & creative layout
- Graphic content development

Languages

- Italian (Native)
- English (B2 – Upper Intermediate)