

Stefano Marroni



Date of Birth: 04/01/1994

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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.

Work Experience

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

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



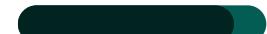
Fluent

Core Competencies

Business Development & Market Analysis



Account & Project Management



AI tools for Business



Data Analysis & Visualization



CRM, Fan Engagement & Marketing



Google Workspace, Microsoft365

