

NICOLO A. GASPARINI

V P M A R K E T I N G & S A L E S

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WORK EXPERIENCE

VP, Marketing&Sales

@Soccerment | 2022 - Present

As an integral member of Soccerment from Q3 2022, I have been pivotal in transforming the company from a primarily R&D-focused entity to a revenue-generating contender in the sports tech industry.

Strategy Development and Execution:

- **Market Research:** Executed comprehensive market analysis, leading to a refined understanding of the competitive landscape, customer needs, and product viability, shaping informed decisions for product development and growth.
- **Business Model Innovation:** Guided a shift from a predominant R&D stance to a revenue-centric business model, evolving into a B2C2B Business Model, capitalizing on data and insights to accelerate the path to market fit and revenue growth.

Branding and Marketing:

- **Brand Amplification:** Established key long-term partnerships, such as with Roc Nation, positioning Soccerment on par with renowned global brands like Versace and adidas.
- **Investment Attraction:** Developed and deepened influential partnerships, including not only securing Federico Di Marco and Lorenzo Colombo as brand ambassadors but also bringing them on board as investors.

Sales Process Systematization:

- **Revenue Growth:** Streamlined the sales process, introducing subscription models and discounts, driving revenue up across DTC, retail, and B2B channels (clubs, Federations, Media)
- **Performance Metrics:** Achieved a 100% increase in MRR from 2022 to 2023, with a consistent 15% month-over-month growth rate in 2023, showcasing a robust and steady revenue trajectory.
- **Revenue Surge:** Spearheaded initiatives that led to a 200% revenue increase for XSEED in Q4 2023 compared to Q4 2022, demonstrating a strategic approach to seasonal market engagement and effective product positioning.

Team Leadership and Development:

- **Cultural Development and Team Building:** Instilled a culture of innovation and autonomy, enhancing team performance, job satisfaction, and nurturing a growth mindset for continuous improvement.
- **Leadership and Team Expansion:** Over two years, led and mentored a dynamic team comprising 10 interns and 2 full-time employees, fostering a culture of innovation and professionalism that aligns with Soccerment's vision and growth objectives.

Marketing Manager

@Maxisport | 2018 - 2022

COMPETENCIES

- Strategic Planning
- Data-Driven
- Brand Development
- Sales
- Leadership
- Team Development
- Cross-Functional

PROFICIENCIES

- E-commerce Strategy
- Performance Marketing
- CRM and CS Software
- AI&Analytics Tools

LANGUAGES

Italian - Mothertongue

English - C1

German - B1

Spanish - A2

EDUCATION

MBA in Sports Management

Esc. Universitaria Real Madrid

Master of Arts in Law

Bocconi University

According to law 679/2016 of the Regulation of the European Parliament of 27th April 2016, I hereby express my consent to process and use my data provided in this CV and application for recruiting purposes