



Alberto Ubaudi

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Professional Profile

I am a **professional in revenue management and commercial development in the events** sector, with over ten years of experience in **monetising premium sports assets, corporate hospitality and high-value partnerships**. My career has developed between Serie A football clubs and major international events, combining strategic vision, organisational skills and strong interpersonal skills.

I contributed to the creation of the first structured model of corporate hospitality in Italy (Juventus FC), I relaunched and scaled a hospitality business in a complex and non-proprietary context (Torino FC), and today I work in a federation of European importance such as the FITP, working on international events such as the Nitto ATP Finals, Internazionali BNL d'Italia and Davis Cup Final 8.

I stand out for my ability to **design sustainable commercial offers**, manage **pricing and pipelines**, build **long-term relationships** with clients and corporate partners, and orchestrate complex processes involving marketing, operations, and internal stakeholders. I am more oriented towards **value creation and structured revenue growth** than transactional sales: my focus is on transforming assets and experiences into lasting economic results.

My goal is to evolve towards roles in **Sales Management, Revenue Management or Head of Corporate Hospitality**, in large-scale event contexts where vision, method and interpersonal skills make the difference.

Work Experience

05/2025 – Present
Rome, Italy

Sales Manager - Business Development Unit FITP - Federazione Italiana Tennis e Padel

Today, the FITP is one of the most dynamic and successful sports federations in Europe, playing a leading role in events of international importance and enjoying a strong premium position in the global sporting landscape. In this context, I have been placed in the Business Development Unit, a structure created to strengthen the Federation's commercial capacity in highly complex and valuable assets, with particular reference to corporate hospitality, premium seating and partnerships linked to the main events on the FITP calendar. I operate on a national level, working on medium- to long-term sales cycles and with high-profile corporate partners, in a structured, multi-level organizational model strongly oriented towards operational excellence.

Event portfolio:

- Nitto ATP Finals – Turin
- BNL Italian Open – Rome
- Davis Cup Final 8
- BNL Italy Major Premier Padel

At FITP, I contribute to revenue development by working on **assets of extraordinary visibility and economic value**, in contexts characterized by higher volumes, audiences and quality standards than football clubs. My work focuses on **business development, qualified prospecting, negotiation and the creation of customized solutions** for partners and corporate clients, integrating hospitality, sponsorship, fan villages and brand activations.

This experience complements my profile, combining the strong managerial and governance skills I have gained in the club environment with a **more institutional, structured and international** vision, typical of major multi-sport events.

Overall, my career path shows that I am capable of generating value both by **building and managing complex systems** and by operating effectively within complex organizations, with the natural goal of evolving towards roles in **Commercial Management / Revenue Management / Head of Corporate Hospitality** in large-scale, high-profile contexts.

2022 – 05/2025
Turin, Italy

Partnership & Corporate Hospitality Sales Manager Torino Football Club

I was selected to bring to Torino FC a structured approach to revenue management, corporate hospitality and partnerships, developed in a best practice environment such as Juventus. In a situation where the club did not own its stadium and had a more local positioning than the top clubs, I set up a comprehensive operational and commercial model: from rebuilding the customer portfolio to redesigning the offering, to direct management of relationships and execution on match days. At the same time, I managed the **partnership** channel, working on brand value, activations and investment growth, with a strongly managerial and cross-functional approach (marketing, communication, operations, catering, suppliers).

Main responsibilities

- Relaunch and end-to-end management of the **Corporate Hospitality** business (season tickets,



- skyboxes and packages), with responsibility for **budget, pipeline, conversion and retention**.
- Definition of **pricing strategies** and repositioning of the offering, balancing attractiveness, margins and structural constraints of a non-owned stadium.
- Introduction and standardisation of customer management processes and tools (personal data, history, priorities, follow-up logic), reducing dependence on informal channels and increasing scalability.
- Operational and relational account management: constant monitoring of the customer experience (match programme, pre-event communications, access management, problem solving and attention to detail).
- Design and delivery of **B2B events and engagement initiatives** (season kick-offs, networking meetings, inter-company networking formats) to increase loyalty and perceived value.
- Development and commercial management of the **Partnership** channel: acquisition, package composition, activations, internal stakeholder involvement and support for investment growth over time.

I transformed a corporate hospitality area that generated around **€400K** into a structured and scalable business: in the first year alone, I achieved **€800K**, bringing revenues to **almost €1.5M** before leaving. In particular, I achieved **sold-out skyboxes**, a significant result for a mid-table club with infrastructure constraints. The result was made possible by an integrated managerial approach: **redesigning the offering, pricing governance, relationship building and experience design**, with a strong ability to activate internal functions and suppliers to raise standards and perception of value. This experience consolidates my positioning in roles where revenue growth depends on the ability to **orchestrate assets, processes, relationships and customer journeys**, rather than transactional sales.

2019 – 2022
Modena, Italy

Sales Area Manager TopSolid Italia

Following a transfer for family reasons, I embarked on a career path that was intentionally different from my previous one, joining **TopSolid Italia**, the Italian subsidiary of a leading French group specializing in the development of **CAD/CAM/PDM/ERP** solutions for industrial design and manufacturing. Initially hired on a fixed-term contract in a highly technical sector that was new to me, I was offered a permanent contract after the first six months, based on the results I had achieved. In the role of Sales Area Manager, I had commercial responsibility for the areas of Piedmont, Liguria and Valle d'Aosta, managing both new business development and the existing customer portfolio, in close collaboration with the technical teams for demo and pre-sales activities.

- Commercial management of an area that was initially underperforming, with the development of new B2B customers in the manufacturing, mechanical and design sectors.
- Coordination of technical pre-sales and customized demo activities, working on real customer projects to highlight the value of the software.
- Significant growth in commercial results**, with the area rising from the bottom of the company rankings to **third place nationally**, tripling turnover in three years.

This experience was an intense training ground in **direct sales, commercial development and autonomous management of the territory**, in a complex and highly technical context, aggravated by the pandemic. It allowed me to strengthen my commercial discipline, resilience, and ability to dialogue with highly specialized industrial interlocutors, while confirming my natural aptitude for working in contexts where sales are supported by **planning, real value for the customer and cross-functional collaboration**, rather than by a purely transactional selling logic.

2011 – 2019
Turin, Italy

Corporate Revenue Specialist - Corporate hospitality sales manager Juventus Football Club

I joined Juventus at a crucial time for the club and for the entire Italian market: the construction and launch of the Allianz Stadium and, at the same time, the birth of the first structured model of corporate hospitality and sports revenue management in Italy. Initially hired as an intern to support the Customer Relationship department, I accompanied – and actively contributed to – the evolution of the model, gradually taking on commercial, pricing and direct corporate customer management responsibilities. In a highly innovative environment, guided by international benchmarks (Wembley Stadium), I acted as a liaison between commercial strategy, event operations and customer relations, eventually becoming the point of reference for **match-by-match sales**, pricing policy definition and integrated hospitality experience management.

- Design and management of the **corporate hospitality sales model**, from season tickets to match-by-match solutions, in a pioneering context for the Italian market.
- Definition of pricing strategies** and management of seat availability (maps, blocks, releases), with a view to maximizing revenue and controlled saturation.
- Operational development of the first **online hospitality sales channel**, in collaboration with IT, integrating offline and digital sales.
- Direct account management** of corporate clients, with complete oversight of the cycle: pre-sale, event, post-event and loyalty.
- Operational coordination of the **hospitality experience on match days**, with management of critical



Work Experience

issues, service standards and personalization of the offer.

- Analysis of sales, costs and budgets, production of reports, forecasts and competitive benchmarks to support commercial decisions.

I contributed directly to the construction of a **scalable and sustainable hospitality revenue** model, capable of growing year-on-year despite increasingly challenging budgets. Through dynamic price management, offer optimization and the creation of new formats (such as the *Legends Club*), I supported the consistent achievement of assigned economic objectives. In the last year, I have personally generated **over €4 million in revenue**, consolidating distinctive skills in **revenue management, experience design, corporate customer management and event asset** monetization. This experience has laid the foundations for my profile as a figure focused on commercial direction and strategic revenue management in highly complex contexts.



Education

2021 – 2022

Master in Sport Management
24 ORE Business School

2009 – 2011

Master's Degree in Business Management
Università di Torino

2004 – 2009

Bachelor's degree in Tourism Economics
Università di Torino



Skills

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|------------------------|----------------------------------|-------------------------------|--------------------------------------|
| Revenue Management | Corporate Hospitality Management | Commercial Strategy | Partnership Development |
| Business Development | Pricing Strategy | Monetization of Event Assets | Key Account Management |
| Negotiation | Premium Sales | Stakeholder Management | Customer Experience Design |
| Sponsorship Activation | B2B Sales | Market & Competitive Analysis | CRM & Sales Pipeline Management |
| Salesforce | Cross-Functional Coordination | Client Relationship Building | Networking & Strategic Relationships |
| Leadership | Problem Solving | Emotional Intelligence | Creativity |

– LANGUAGES

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|------------|-----------|----------------|
| English C1 | French B1 | Italian Native |
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Consent to the processing of personal data

I authorise the processing of my personal data contained in my resume in accordance with Article 13 of Legislative Decree No. 196 of 30 June 2003 - 'Personal Data Protection Code' and Article 13 of GDPR 679/16 - 'European Regulation on the protection of personal data'.