

Tommaso Refini

Senior Business Development Manager in the sports industry / FIGC licenced Scout / Sports Journalist

Profile

Passionate sports journalist licenced by the Italian journalists association (Ordine nazionale dei giornalisti, licence n. 144369), communication and sports marketing consultant in the first years of my career. Since 2013, I have been working as a country manager, business development manager and account manager for market-leading sports technology companies, such as Amisco - Prozone, STATS and Stats Perform - Opta. In 2021, I obtained the professional football scout diploma from the Italian football federation (FIGC – Federazione Italiana Giuoco Calcio, licence n. 175976).

Employment History

Senior Business Development Manager – Southern Europe at Stats Perform, Chicago - London

July 2019 — Present

At Stats Perform (following the merger of STATS with Perform Content - Opta in 2019), relations with federations, leagues and professional clubs. Business development and key account management. Head of Pro market in Italy and, since 2014, in Turkey and Greece, within the Southern Europe unit. Main projects: League Serie A official data project (technical-tactical and physical data collection, analysis and distribution to the 20 Serie A clubs); Serie A clubs' coverage in UEFA Champions, Europa and Conference League; Italian football federation tracking data collection (physical data distributed to the National team A, U21 and Women); League Serie B data project. Proven YOY growth. Member of the team EMEA (team reporting to the EVP EMEA).

Business Development Manager - Italy at STATS, Chicago

May 2015 — June 2019

At STATS, relations with federations, leagues, professional clubs and sports media in Italy. Business development and account management. League Serie A official data project since 2015; Serie A clubs' coverage in UEFA competitions; Italian football federation tracking data collection since 2018. Proven YOY growth. Member of the team Southern Europe, directly reporting to the General Manager Southern Europe.

Business Development Manager - Italy at Prozone, Leeds

May 2015 — September 2016

At Prozone (a STATS company since 2015), relations with federations, leagues and professional clubs in Italy. Business development and account management. Member of the team Southern Europe, directly reporting to the General Manager Southern Europe.

Details

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Date / Place of birth

20/07/1979

Siena

Nationality

Italian

Links

[LinkedIn](#)

Skills

English, French, Spanish speaking

Motivation

Goal oriented

Problem solving

Time management

Attention to detail

Flexibility and Adaptability

Teamwork

Stress resistance

Football Business Development - Italy at Amisco - Prozone, Nice

[September 2013 — April 2015](#)

At Amisco - Prozone, relations with pro football clubs in Italy. Business development and account management. Directly reporting to the GM.

Communication and Sports Marketing Consultant at Freelance

[February 2010 — August 2013](#)

Communication and marketing projects for companies and sports clubs (football, basketball, volleyball). Sponsorship, commercial partnership, sports activations and sports events.

Sports Journalist at Freelance

[September 2001 — August 2013](#)

Broadcast journalist and football pundit, sports commentator at regional TV, radio stations, newspapers and web-magazines. Press officer and public relations manager at companies, sports clubs and publishing houses like Minerva Edizioni (Bologna). Author of sports books (football, ultra-cycling).

Account Manager – Communication and Marketing Unit at SDB, Bologna

[February 2004 — January 2010](#)

Account management. Communication and marketing projects for national and international brands. Sponsorship, commercial partnership, sports activations, sports events and TV-radio productions.

Education, licenses & certifications

Italian football federation (Federazione Italiana Giuoco Calcio)

[2021](#)

Professional football scout, licence n. 175976

Italian journalists association (Ordine nazionale dei giornalisti)

[2011](#)

Journalist, licence n. 144369

University San Raffaele, Rome

[2021 — Present](#)

Sports science, Football

University of Bologna

[1998 — 2004](#)

Engineering management

Liceo classico Piccolomini, Siena

[1993 — 1998](#)

High school