

# ALESSIO SCALISI

## SPORT SPONSORSHIP ACCOUNT



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Roma (RM), Italy

## About Me

My great passion for sport has driven me to pursue a career in the sports industry. In particular, I chose the world of partnerships because I believe it is a vibrant function of any sports event/club/federation, and I also like the idea of being able to create a project, starting from the negotiation phase, all the way through to its implementation during the event.

## Last Experience

### NSA Group (Sport Marketing Agency) | 2024 - in progress

Sport Sponsorship Account

- Management and development of sponsor activations (e.g. Betsson, Red Bull, Philips, Wilson) for many events, including Miami Premier Padel, Milan Premier Padel.
- Work closely with sponsors on a daily basis to prepare and produce (physically and digitally) the benefits provided for their contract.
- Management and development of the Mediolanum Padel Cup project, 6 international tournaments throughout Italy, with various partners including Cupra, Joma, American Express and Named.
- Played an important role in renewal negotiations by creating reports and presentations, achieving a renewal rate of 100% for partners from previous events, along with an increase in investment.
- Reporting for all partners and budget management for sponsor activations.

### GroupM - Wpp Group | 2023 - 2024

Sport Account

- Management and development of Powerade activations for several partnerships, including Italian Tennis Padel Federation, Deejay10, Playtomic, Milan Premier Padel.
- Identification and development of possible partnerships for the agency's clients (e.g. partnership between Subito and the Basketball League Seria A or between Subito and the Women's Volleyball League).

## Education

### 2022

24 Ore Business School

#### Post Master degree Sport Business Management

### 2020 - 2022

Master degree Strategy, Management and Control

#### Erasmus exchange program

### 2021

Jagiellonian University of Krakow

#### Erasmus exchange program

### 2016 - 2019

University of Pisa

#### Bachelor degree Business administration

## Language

Italian → Mother tongue

English → Professional knowledge

Spanish → Basic level

## Expertise

- Office package
- G suite
- Canva

## Hobby/Volunteering

- Tennis/Padel player
- Volunteer for various associations for the distribution of hot meals