

Renato Tadini

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SUMMARY

Italian sports enthusiast with international experience and outlook, seeking to build on experience as Partnership Sales Account for ACF Fiorentina to further my career in sports-related partnerships and business development with an organization with global reach. Determined, ambitious, and reliable professional who thrives on new challenges and constantly seeks opportunities to grow, expand perspective, and push beyond the comfort zone.

EXPERIENCE

ACF FIORENTINA | FIRENZE, ITALY

Apr 2022 -

Present

Partnership Sales Account

- Identifying business opportunities that align with the revenue director's business strategy.
- Conducted market research to identify the best business opportunities.
- Designed and developed commercial proposals.
- Managed negotiations and dealings with prospects.
- Ensured effective and efficient support in the management of ACF Fiorentina sponsorships, monitoring the level of service provided to sponsors and partners with a focus on continuous improvement, including maximising the creation of brand value and increasing revenue from the sale of advertising space, sponsorship and hospitality packages.
- Ensured top-level service to sponsors across all forms of match-day corporate hospitality.
- Commercial referent for Fiorentina Women partnerships, focusing on shirt sponsorships.
- Updated the corporate CRM Sales, continuously monitoring the progress of negotiations.
- Supported the organization of all non-football events related to the revenue department.
- Reported on all ongoing negotiations to provide weekly updates

Jan 2021 –Oct 2021

BPER BANCA | BOLOGNA, ITALY

Bank Clerk

- Collaborator in charge of administrative activities and back-office operations in the payment office of the Bologna Headquarters of BPER Banca.
- Developed problem-solving skills with the company's branches and data analysis of the whole Group.
- Management and handling of bank accounts of all branches and large flows of money also on behalf of external entities.
- Tutoring activities and coaching with new colleagues.
- Acquisition and development of Office and bank software (3270, Papen, Nexi Portal).

Mar 2019 –Sep 2019

OTTO IN CUCINA | BOLOGNA, ITALY

Marketing Consultant

- Market researches to increase Otto in Cucina's activities for companies and individuals
- In addition to cooking classes, organized team buildings, show cookings, tastings, product presentations, exhibitions, readings, and meetings. Implemented and supported network solutions for small businesses.

EDUCATION

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| Apr 2022 | Master's Degree in Sports Business Strategies <i>MASTER SBS – UNIVERSITA' CA' FOSCARI VENEZIA, ITALY</i> <ul style="list-style-type: none">• Relevant Courses: Sports management, sports marketing, sports sponsorships. |
| Mar 2020 | Bachelor's Degree in Business & Economics <i>ALMA MATER STUDIORUM BOLOGNA, ITALY</i> <ul style="list-style-type: none">• Relevant Courses: International Economics, Corporate Finance, International Marketing. |
| Sep 2016 | Bachelor's Degree in Business & Economics <i>ALMA MATER STUDIORUM - BUENOS AIRES CAMPUS BUENOS AIRES, ARGENTINA</i> <ul style="list-style-type: none">• Relevant Courses: Principles of Management, Microeconomics, Statistics. |

SKILLS

- Sponsorships & Partnerships
- Sports Marketing
- Public Relations
- Team Leadership
- Effective Communication
- Critical Thinking
- Public Speaking

LANGUAGES

- Italian (native)
- English (highly proficient)
- Spanish (highly proficient)
- French (proficient)