



ALBERTO DIMITRI TROVAMALA

FIFA Master Alumnus

LANGUAGES

- English: C2
- Spanish: C2
- French: B2
- Italian: Native

PERSONAL PROFILE

Business Development professional with experience across international sports organizations and agencies. Skilled in partnership sales, client relationship management, and delivering tailored commercial solutions for brands and rights-holders. Passionate about creating value through strategic collaborations and driving commercial growth in the sports industry.

SKILLS

- Partnership & Sponsorship Sales
- Business Development Strategy
- Client Relationship Management
- Negotiation & Deal Closing
- Cross-functional Collaboration

CONTACT INFORMATION

- May 15th, 1994
- Italian
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WORK EXPERIENCE

- July 2023 - Present, Business Development Advisor at Lake38 Advisory (Zurich, CH):**
- Identified and engaged new prospects across multiple industries, developing tailored sponsorship and partnership opportunities.
 - Translated emerging market trends into actionable commercial strategies, supporting clients in achieving their brand and marketing objectives.
 - Consulted on strategic partnerships and deals in marketing, media, digital, and sports services.
 - Defined and managed international business initiatives, focusing on partnership activation and digital growth.
 - Collaborated cross-functionally to build proposals and business cases for new commercial ventures.

- Oct. 2023 - Present, Venue Media Specialist at Fondazione Milano Cortina 2026 (Milan, IT):**

- Media Operations' daily activities in the planning phase for the Val di Fiemme Cluster and Anterselva venue.
- Ensured smooth coordination between international Media and venue teams during test events.

- July 2024 - Aug. 2024, Chief Liaison Officer (CLO) at OBS - Paris Olympics 2024 (Paris, FR):**

- Coordinated interdepartmental efforts and managed a team of liaison officers to ensure smooth operations.
- Acted as a point of contact for stakeholders, including media rights holders, OCOG, and international sports federations.

- Dec. 2022 - Present, Co-Founder at Footboz, an AI football predictor startup:**

- Developed and led the marketing and go-to-market strategy, while identifying and engaging strategic partners and accelerators to support the project's growth.

- May 2023 - Sept. 2023, Business Development Consultant at Wylab, a sport-tech startups incubator (Chiavari, IT):**

- Reorganized Wylab's service offering, securing 7 partnerships and 4 sales, while supporting event planning for Q4 2023.

- May 2023 - June 2023, Event Coordinator at iWorkinSport, the first sports industry-exclusive job fair (Lausanne, CH):**

- Engaged partners and stakeholders to support event delivery, coordinating with clients, exhibitors, venues, and volunteers to optimize planning and execution.

- June 2020 - Aug. 2021, Press Office Assistant at Virtus Entella, (Chiavari, IT):**

- Managed content creation, social media growth, CRM development, and fan engagement strategies for Virtus Entella, conducting stakeholder interviews, coordinating sponsor activations, resulting in a 50% follower increase and 1,000+ user profiles gathered.

- Oct. 2019 - Dec. 2019, Intern at The Africa America Institute, NGO, communications and development team (New York, US):**

- Conducted research and speaker scouting for institutional events and scholarship programs across the US and Africa, within a dynamic and multicultural NGO environment.

- Oct. 2018 - Nov. 2018, Outside contractor for www.SkySport.it:**

- Authored 120+ online articles on Serie A and European football, demonstrating strong attention to detail and consistent delivery under tight deadlines.

- Nov. 2015 - Oct. 2019, Correspondent for www.CianlucaDiMarzio.com as sports journalist:**

- Covered 30 top football stadiums in Italy and England, conducting weekly interviews with players and industry stakeholders; authored 800+ articles with peak audiences over 500k. Developed a strong professional network and expertise in engaging diverse sports professionals.

EDUCATION

- Sept. 2021 - Jul. 2022, FIFA Master: International Master in Management, Law, and Humanities of Sport:**

De Montfort University (LEICESTER, UK), SDA Bocconi (MILAN, IT), Université de Neuchâtel (NEUCHÂTEL, CH)

Final project title: "Movies, Music, NFTs: How can football keep Gen Z entertained?"

Additional Education: Postgraduate Master in Sport Digital Marketing & Communication at RCS Academy, Milan (scholarship holder as tutor of the Master), and Master's Degree in European and International Politics at Università Cattolica del Sacro Cuore, Milan