

# FRANCESCO

# MASSARELLI

STRATEGIC PARTNERSHIPS MANAGER | MOTORSPORT & MEDIA

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## EDUCATION

2022

### MBA | Sports Management

Real Madrid Graduate School | Madrid, Spain

2017-2020

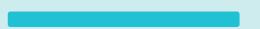
### Bachelor in Business Administration

Università Cattolica | Milan, Italy

## LANGUAGES

Italian 

Spanish 

English 

## PROGRAMS

► **Office tools:** MS Office, Slack, Google Workspace

► **Design:** Adobe Creative Suite, Canva

► **Marketing tools:** Meta Ads Manager, CMS, Mailchimp

► **Project Mgmt:** Airtable, JIRA, SAP

## SKILLS

- Partnerships Strategy
- Stakeholder Management
- Account Management
- Project Management
- Content Marketing
- Team Coordination
- Brand Management
- Cross-building Collaboration

## PROFILE

Strategic Partnerships Manager with international experience across global media, motorsport, and premium sport organizations. Proven track record in managing high-value global accounts, leading cross-functional coordination, and structuring long-term partnership agreements aligned with brand positioning. Experienced in executive stakeholder management and complex international deal governance across Europe and the Americas.

## PROFESSIONAL EXPERIENCE

Red Bull



### GLOBAL MANAGER, MEDIA PARTNERSHIPS

Salzburg, AT | October 2022 - Present

- Lead the strategic development of global media partnerships across USA, Canada, LATAM and Brazil, managing relationships with tier-1 broadcasters including DAZN and Netflix.
- Own key relationships, negotiating multi-year agreements and ensuring long-term commercial alignment.
- Drive cross-functional coordination across legal, content distribution, technical operations and finance to guarantee contract compliance and brand consistency.
- Oversee full partnership lifecycle from deal structuring to activation delivery and performance monitoring.
- Support live event media operations, ensuring premium service delivery to global partners.

 Centro Nacional de la Real Federación Española de Golf

### ASSISTANT TO GENERAL MANAGER

Madrid, SP | April 2022 – June 2022

- Coordinated sponsorship activities for national youth tournaments, ensuring partner activation and stakeholder alignment.
- Managed communication touchpoints with sponsors and institutional partners.
- Supported brand visibility strategy across digital media channels.

 Pirelli Tyre S.p.A

### MOTORSPORT COMMERCIAL ANALYST

Milan, IT | Sep 2020 - Oct 2021

- Supported Commercial Motorsport Division in evaluating profitability and strategic positioning of international championships.
- Developed a global tracking framework mapping worldwide motorsport investments, improving decision-making visibility for senior leadership.
- Contributed to financial performance monitoring and cost governance across international racing programs.

## OTHER RELEVANT EXPERIENCE AND INTERESTS

- **CINEMA** | Production & Direction at School of Creative and Performing Arts | Los Angeles
- **MOTORSPORT** | Karting Competitions
- **FOOTBALL** | 10 years competing