

SIMONE CATANZARO

Milan, Italy | simone.catanzaro997@gmail.com | +39 389 642 2179
linkedin.com/in/simonecatanzaro/

Professional Profile

Strategy and innovation professional with cross-sector experience in business development, sports consulting, and marketing analytics. Skilled in data-driven decision-making, client engagement, and project execution across both corporate and football environments. Proven ability to connect insights with action, delivering value in complex strategic projects. Passionate about the intersection of sport, media, and business.

Professional Experience

Football Coach – Barona Sporting 1971 | Milan, Italy | Sept 2025 - ongoing

- Management and technical leadership of Under 12 category.

Account Developer – NielsenIQ | Milan, Italy | Jul 2025 - ongoing

- Build and maintain a solid network with key market players.
- Constantly map the needs and trends of the challenger brand sector.
- Expand the use of NIQ products among customers.
- Achieve revenue targets, with visibility on opportunities and risks.
- Use CRM Dynamics 365 to manage commercial activities.

Business Developer & Marketing Specialist – Neosperience Spa | Milan, Italy | Apr 2023 - Apr 2025

- Developed of inbound marketing strategies using HubSpot.
- Analyzed BU economic and operational performance.
- Coordinated Marketing and Sales teams.
- Supported in defining strategic offers.
- Collaborated with HR in recruiting.

Head of Youth Academy & Scouting – Lombardia Uno / AC Milan Technical Center | Sep 2022 - Present

- Managed seasonal planning and performance tracking for 200+ players (U6–U19).
- Designed cross-category scouting strategies with club-aligned training goals.
- Coordinated talent pathways, improving alignment between coaching staff and technical strategy.
- Developed digital materials and training reports to increase transparency and buy-in.

Sales Support – Arval BNP Paribas | Milan, Italy | Dec 2022 - Mar 2023

- Support for sales activities and offers to manage prospects and clients.
- Use of management systems for preparing reports and documentation.
- Update and verification of data accuracy and consistency within the database.

Content & Digital Editor – 90min | Remote | Jul 2022 - Dec 2022

- Wrote SEO-optimized, insight-driven football content to engage global fanbases.
- Optimized content SEO and analyzed audience engagement KPIs.

Education & Certifications

- Master of Science in International Business Management, EDHEC Business School (2025-2026)
- Executive Master in Marketing & Sales Management, POLIMI Graduate School of Management (2024-2026)
- Professional Master in Innovation Management, Talent Garden (2024)
- Professional Master in Sport Business Management, 24ORE Business School (2021-2022)
- Bachelor of Art in Communication Design - Marketing focus, IED Istituto Europeo di Design (2018–2021)
- UEFA C License - FIGC (2025)
- Football Data Analyst - Wylab (2023)
- Digital Transformation - MIT (2023)
- Sport Marketing & Sponsorship – SDA Bocconi (2022)

Core Skills

- Strategic Planning • Account Profitability Analysis • Business Development • Inbound Marketing • KPIs Monitoring • HubSpot CRM • Sales Funnel Optimization • Player Development • Go-To-Market Strategy • Microsoft Office (Word, Excel, PowerPoint) • Cross-functional Collaboration • English: Professional working proficiency (B2).