

Giorgio Brambilla

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Personal Details:

Date of Birth: 10-03-1973 • Nationality: Italian
Gender: Male • Civil Status: celibate

Strong background with 20 plus years' experience in devising business and sale strategies, determining new business strategies, managing entire business operations, and defining the scope of product across sports industry. Repeated success in leading cross-functional teams, establishing new business partnerships, directing departmental activities, and developing and growing sales pipelines. Possess solid management skills and ability to analyse issues, devise continuous process improvements, and incorporate initiatives to increase efficiency and streamline operations with minimal resources. Articulate and refined communicator with fluency in English and basic command over French.

Highlights of Expertise

- Strategic Business Planning
- Sales & Marketing Management
- Customer Relationship Management
- Stakeholder Engagements
- Revenue & Profit Optimisation
- Budgeting & Forecasting
- P & L Accountability
- Change Management
- Business Development
- Staff Leadership & Training

Career Experience

AIM Sport AG, Luzern (CH)

Principal, Partnership Marketing & Sales (September 2021 to today)

Coordinator of the global sales and marketing activities with specific focus on Club Partnerships, Digital Overlay, Perimeter Signage (hardware, software and technical services) and consultancy services.

I oversee the relationship with Real Madrid for the virtual advertising sales (DBR) on all international feeds aiming to maximize revenues deriving from regional partnerships, globally, through a daily interaction with prospects and agencies worldwide.

I manage the creation of the "Adrenaline project" and the launch of the sales platform with the aim to offer DBR inventory of major Football Clubs to advertisers and sponsors on a global scale unlocking new sales opportunities of each of them.

Direct responsibility on the Italian market business development and relationship with main stakeholders (Clubs, Partners and League).

AS Roma S.p.A., Roma

Commercial Director (2020 to June 2021)

Responsible of all the business units generating revenues across the Club (Partnership Sales and Management, Venue business including ticketing, Season tickets and Hospitality, Retail and Licensing).

Strong focus on business development in Sponsorship (regional and global), stadium revenues (general admission and corporate hospitality).

Redefinition of the commercial structure and development of the B2B CRM system.

Management of a team fully dedicated to the activation of the commercial partnerships with the aim of developing brand awareness and commercial opportunities for Club's sponsors based on the KPIs defined for each of them.

Consolidation of the partnership revenues during pandemic with new partners (New Balance, Qatar Airways, Konami, Tiscali, Edison, LeoVegas among the others) and renegotiation of the running contracts.

Negotiation of the multiyear contract with New Balance as new Kit Partner of the Club after Nike way-out.

Overseeing a team of 35 people located in the office of Rome and London.

F.C. Internazionale Milano S.p.A., Milano

Sales & Partnership Management Director (2016 to 2019)

Direct sales team across Europe (10 people) and China (8 people) to complete business operations within defined timeline as well as manage client account team of 10 people. Coordinate with other departments, such as marketing, legal, procurement, sportive area, and finance to define the work flow about contracts execution. Communicate with Nike and the internal team for the development and management of the licensing and retail business unit. Identify new business opportunities (partnership contracts) by leading team members. Formulate client/category based sales strategy to increase the business of organisation.

- ◆ Developed 33 new partnership contracts with domestic and global brands, such as Credit Agricole Bank, Lenovo, Mastercard, BWin, Volvo, Gatorade, Coca Cola, and Unilever to increase sales.
- ◆ Established partnership business with 100% plus revenues in 3 years.
- ◆ Managed licensing and retail business with 70% plus revenues in three years.

AS Roma S.p.A., Roma

Marketing & Partnership Director (2013 to 2016)

Devised tools, processes, and strategies that improved planning and approach to market in the partnership sales team. Defined on-going marketing actions for supporting ticketing and corporate hospitality sales during the whole season and for the sales of season ticket in the pre-season, as well as I supported all the other business areas, including partnership/sponsorship, Roma TV, licensing, merchandising, and retail.

Led entire brand activities to enhance the revenue of organisation. Arranged and organised events to entertain partners and prospects. Delivered marketing support to all the business areas,

partnership/sponsorship, and stadium (ticketing and corporate hospitality) as per requirements. Set branding tools and partnership / sponsorship performance (ROI).

- ◆ Raised all business revenues through marketing, staff leadership, and time management.
- ◆ Achieved partnership business with an increase of 60% plus revenues in 2 years.
- ◆ Optimised stadium business by 30% plus season ticket and 50% in general admission revenues.
- ◆ Replaced Kit Supplier Kappa with Nike and reorganised partnership management department and creation of innovative activations for partners.

Sport+ Markt (now Nielsen Sport), Milano

Country Director (2011 to 2013)

Managed business development based on one-to-one approach with the most important players of the sports market, including clubs, federations, agencies, partners, sponsors, and advertisers. Coordinated with HQ and other local offices in Europe for the creation of products to meet market requirements. Built sales and marketing team to improve the business of organisation. Enabled the development of company's brand locally and consolidation with international credibility.

- ◆ Generated revenues from scratch by delivering consultancy to the main sports firms of the Italian territory and internationally.
- ◆ Facilitated the development of international business and consolidation of the turnover based on an average of 20% growth YoY that helped the acquisition of the company by Repucom and Nielsen.

Additional Experiences

Marketing & Sales Director ▪ Sport + Markt AG (now Nielsen Sport), Milano

Marketing & New business Manager ▪ Wind Group Management, Chiasso (CH)

Marketing Specialist ▪ Research International, Milano

Education & Credentials

Diploma

Istituto Tecnico Salesiani Don Bosco

Language skills

Italian: native

English: fluent

French: basic command