

Giulio Alessandroni

28/05/1991 – Rome (Italy)

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WORK EXPERIENCE

EY-Parthenon Strategy

Senior Manager – Sports and Private Equity

Rome/Milan, Italy

11/2015 – Present

Relevant experience in football:

- Italian Serie A football club:
 - Commercial Due Diligence sell-side, M&A advisory, and Business Planning support
 - Football Transactions support to CFO / Sporting Director and definition and implementation of strategic initiatives for fan engagement increase, revenue boost (merchandising, ticketing, and sponsorships), and costs reduction
- Multiple Italian Serie A football clubs:
 - Evaluation of club's assets (squad, brand, and infrastructures)
 - Support for the development of the new stadium and training center
- Major international PE firm active in the sports landscape:
 - Profitability analysis and assessment for a potential investment in a tier 1 Serie A football club
 - Profitability analysis and assessment for a potential investment in Lega Serie A (media and commercial rights)
- Start-up of football data statistics & analytics:
 - Equity story, market and competitive landscape analysis, and business planning
- Internal business development:
 - Worked on several market studies and proposals on Football, Tennis, Padel, and Cycling

Other experience:

- Commercial Due Diligence services buy-side and sell-side for multiple clients (Corporates and PE firms) in Pilates equipment, Bottled mineral water, Maritime transportation, Professional Hygiene B2B, IT Consulting, Labs & polyclinics, Stone mining and processing, Frozen ready meals, GDO, Industrial connectors, and Industrial valves
- Business planning, growth strategy, and cost reduction support for Industrial players, Publishing groups, Railways companies, Coffee and cookware companies, Waste management companies, and Digital payments companies

Rocket Internet

Rome, Italy

Business Development Manager for Foodpanda / Hellofood Italy (food delivery venture)

02/2015 – 07/2015

- Main tasks: creation of a customer portfolio from scratch, market research, competitive analysis and benchmarking, cold calls, product and brand positioning, negotiation, and closing contracts
- Achievements: - Set-up and strong expansion of the business in Rome increasing client database by 100%
 - Significant impact within the market through a coordinated marketing campaign
 - Successful execution of strategies planned during meetings with the Rocket Internet co-founder
- Intensive use of Microsoft Office, Google Drive Suite, and Salesforce tools

EDUCATION

LUISS Guido Carli University

Rome, Italy

Master's Degree in Economics and Management

09/2013 – 11/2015

Final Grade: 110/110L, with Final Dissertation: "Attractiveness of the Italian Food Delivery Market: The Hellofood Case"

Universidad de Deusto

San Sebastián, Spain

University Exchange Program

08/2014 – 12/2014

Fudan University

Shanghai, China

China Europe International Summer School

07/2014 – 08/2014

Final Essay: "Chinese Investments in Africa"

LUISS Guido Carli University

Rome, Italy

Bachelor's Degree in Economics and Management

09/2010 – 10/2013

Final Grade: 105/110, with Final Dissertation: "Business in the Digital Era: the YOOX Case"

OTHER ACTIVITIES

- Internet Economics seminar and Public Speaking course at LUISS Guido Carli

2014 – 2015

- Social Media Manager at LUISS Valore University Association

2013 – 2015

SKILLS & INTERESTS

Languages: Full Professional English, Limited Working Spanish, Native Italian

Sports: Tennis and Padel player at competitive level, snowboarder, runner, and avid football player

Interests: Enthusiastic traveler with 50+ countries visited, passionate for sports and technology

Computer Skills: Proficient in Microsoft Office (Word, Excel, Power Point, Outlook), Windows and Apple iOS