

# NICOLO A. GASPARINI

V P M A R K E T I N G & S A L E S

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## WORK EXPERIENCE

### VP, Marketing&Sales

@Soccerment | 2022 - Present

As an integral member of Soccerment from Q3 2022, I have been pivotal in transforming the company from a primarily R&D-focused entity to a revenue-generating contender in the sports tech industry.

#### Strategy Development and Execution:

- Market Research:** Executed comprehensive market analysis, leading to a refined understanding of the competitive landscape, customer needs, and product viability, shaping informed decisions for product development and growth.
- Business Model Innovation:** Guided a shift from a predominant R&D stance to a revenue-centric business model, evolving into a B2C2B Business Model, capitalizing on data and insights to accelerate the path to market fit and revenue growth.

#### Branding and Marketing:

- Brand Amplification:** Established key long-term partnerships, such as with Roc Nation, positioning Soccerment on par with renowned global brands like Versace and adidas.
- Investment Attraction:** Developed and deepened influential partnerships, including not only securing Federico Di Marco and Lorenzo Colombo as brand ambassadors but also bringing them on board as investors.

#### Sales Process Systematization:

- Revenue Growth:** Streamlined the sales process, introducing subscription models and discounts, driving revenue up across DTC, retail, and B2B channels (clubs, Federations, Media)
- Performance Metrics:** Achieved a 100% increase in MRR from 2022 to 2023, with a consistent 15% month-over-month growth rate in 2023, showcasing a robust and steady revenue trajectory.
- Revenue Surge:** Spearheaded initiatives that led to a 200% revenue increase for XSEED in Q4 2023 compared to Q4 2022, demonstrating a strategic approach to seasonal market engagement and effective product positioning.

#### Team Leadership and Development:

- Cultural Development and Team Building:** Instilled a culture of innovation and autonomy, enhancing team performance, job satisfaction, and nurturing a growth mindset for continuous improvement.
- Leadership and Team Expansion:** Over two years, led and mentored a dynamic team comprising 10 interns and 2 full-time employees, fostering a culture of innovation and professionalism that aligns with Soccerment's vision and growth objectives.

### Marketing Manager

@Maxisport | 2018 - 2022

## COMPETENCIES

- Strategic Planning
- Data-Driven
- Brand Development
- Sales
- Leadership
- Team Development
- Cross-Functional

## PROFICIENCIES

- E-commerce Strategy
- Performance Marketing
- CRM and CS Software
- AI&Analytics Tools

## LANGUAGES

- Italian** - Mothertongue  
**English** - C1  
**German** - B1  
**Spanish** - A2

## EDUCATION

- MBA in Sports Management**  
Esc. Universitaria Real Madrid  
**Master of Arts in Law**  
Bocconi University

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