

ANDREA TARRICONE

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ACHIEVEMENTS

- Contributing to revenue record-breaking €567 million, the highest ever for the club and a record for Serie A (excluding player trading).
- Closed first-ever regional partnership in Saudi Arabia for Inter, including full strategy presentation to leadership.
- Supported Inter in becoming the first international football club granted a commercial license in Saudi Arabia.

SKILLS & EXPERTISE

- Sponsorship Sales & Negotiation
- Brand & Marketing Strategy
- Business Development
- C-Level Relationship Management
- Contractual & Legal Frameworks
- Presentation & Executive Reporting Skills
- Cross-Functional Leadership
- Strategic Planning
- Player & Talent Activation

EDUCATION

Master Innovation Management

24ORE Business School
Milan, Italy MAY 2023

Bachelor of Business Administration in Hospitality Management (Honors Track)

Glion Institute of Higher Education,
Switzerland DEC 2010

Italian	Mother Tongue
English	Fluent
Spanish	Fluent
Portuguese	Intermediate
French	Intermediate

Dynamic and structured international sales professional with 10+ years in luxury, sports, entertainment, and brand partnerships. Experienced in developing go-to-market strategies, managing complex negotiations, and driving measurable growth across global markets. Combines analytical insight with strong relationship management, including coordination of first-team player access and activations for top sponsors. Regularly delivers executive reports, presentations, and long-term partnership results.

International Sales Manager • FC Internazionale, Milan

SEP 2020 - Present

- Structured and implemented commercial strategies across key growth markets (Asia, Middle East) delivering over €3.9M in total sponsorship revenue in season 23/24.
- Closed regional and global agreements with major brands in different sectors (e.g. tech, luxury, banking, insurance, travel).
- Produced detailed sponsorship performance reports and quarterly business reviews for internal leadership and external partners.
- Developed strategic plan driving a 25% increase in revenue within key regions.
- Designed customized partnership frameworks integrating digital content, IP licensing, and experiential activations.

Senior Hospitality Account • FC Internazionale, Milan

FEB 2018 - AUG 2020

- Played a key role in structuring the business model of Hospitality Sales department.
- Expanded the client portfolio from 187 to 386 companies that generated a revenue growth from € 3 million to € 9 million.

Groups & Events Sales Supervisor • Mandarin Oriental, Milan

SEP 2016-FEB 2018

- Supported the creation of the Special Events Sales Team that resulted in a 54% increase in Hotel sales (exceeded target of € 1.5 mln).
- Sales generation – maximize revenue while developing long-term relationships with clients (both local and international).

Special Events Sales Agent • BELMOND (LVMH Group), Milan

JUNE 2011-AUG 2016

- Learned the meaning of respect, discipline and efficiency in a fast growing environment
- Acquired the knowledge of negotiation of terms and conditions of contracts
- Support the Regional Director of Sales & Marketing to prepare Budget and Forecast Plan for each Italian property.