

# JACOPO BELLANTONIO

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From 2022 to 2024, I was responsible for managing AC Milan's global partnership portfolio, fostering strong relationships and delivering impactful activations for both Principal and Premium Partners (over €20M/season managed). In 2025, I transitioned to the Sales Team, where I now focus on driving new sponsorship acquisitions, leading negotiations, and developing commercial opportunities across key markets. This dual experience has allowed me to combine a strategic, partner-focused mindset with strong sales and deal-closing capabilities, contributing to the club's overall commercial growth.

## WORK EXPERIENCE

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### AC MILAN

Milan, Italy

Sponsorship Sales

Mar.2025 - Present

- **Negotiation:** Develop and negotiate commercial partnerships and sponsorship agreements with global and regional brands across multiple industries.
- **Processes:** Manage the end-to-end sales process, from prospect identification and pitching to contract closure and activation support.
- **Internal collaboration:** Collaborate with internal teams (marketing, strategy, legal, operations) to deliver tailored partnership solutions that maximize brand visibility and ROI for sponsors.

Senior Global Partnerships Executive

Oct. 2024 – Feb..2025

- **Partner Engagement and Strategy:** Collaborated closely with partners to understand their needs and key performance indicators (KPIs), devising tailored strategies utilizing club assets to meet their objectives.
- **Activation Planning and Execution:** Led the planning and execution of diverse activations, from conceptualization to implementation, ensuring tangible results.
- **Contractual Strategy Development:** Provided strategic inputs to the Strategy teams to enhance partner contract renewals and upselling opportunities. Acted as the primary point of contact for partners, advocating for their needs and refining contractual offers to elevate partnership standards.
- **Public Relations and Relationship Management:** Developed strong public relations skills, adept at engaging with stakeholders at all levels within partner organizations, from CEOs to operational staff.
- **Reporting and Analysis:** Implemented robust internal and external reporting mechanisms to track activities and assets, facilitating season planning and organization. Produced case studies for sales department use, showcasing successful activations to potential partners.

Global Partnerships Executive

Sept. 2022 – Sept.2024

### UDINESE CALCIO

Udine, Italy

Partnerships & Marketing Manager

Sept. 2021 – Sept. 2022

- Reporting to Partnership & Marketing Director: responsible for all Club's Partners, including Main Sponsor Dacia
- Involved in all meetings with Key Stakeholders, including Broadcasters, Lega Serie A and Infront
- Support in the renovation of all Premium Hospitality Areas @Dacia Arena
- Organization of Austria Summer Tour alongside our Travel Manager

## **ELEVEN SPORTS**

Junior Partnerships & Commercial Account - Internship

**Milan, Italy**

May 2021 – Oct. 2021

- Joined the Company during acquisition phase of major Sports rights, including Euroleague Basketball and Italian Serie C.
- Market analysis to understand how to position our products
- Analysis of subscribers' demographics
- Negotiation and Contractual phases with Companies, Clubs, Telcos

## **EDUCATION**

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### **UNIVERSIDAD EUROPEA DE MADRID**

MBA Alfredo di Stefano – Sports Management

**Madrid, Spain**

2019 – 2020

### **UNIVERSIDAD CATOLICA ARGENTINA**

Academic Exchange

**Buenos Aires, Argentina**

07.2018 – 12.2018

### **UNIVERSITA' CATTOLICA DI MILANO**

Economics and Management – Bachelor

**Milan, Italy**

2016 – 2019

### **FAYETTEVILLE HIGH SCHOOL**

4<sup>th</sup> High School year – Exchange Program

**Fayetteville, Arkansas, USA**

2014 – 2015

### **LICEO CLASSICO G.CARDUCCI**

**Milan, Italy**

2011 - 2016

## **LANGUAGES**

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**Languages:** Italian (native), English (proficient), Spanish (fluent)