

UMBERTO GALLINA

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SUMMARY

Business professional with proven international experience in marketing, CRM management, and event coordination across Asian and European markets (Hong Kong, Paris, Milan). Strong background in market analysis, strategic planning, and cross-functional collaboration. Seeking business development, partnership management, and marketing roles, with particular interest in the sports industry. Demonstrated track record in data-driven decision-making, stakeholder management, and delivering results in fast-paced environments.

WORK EXPERIENCE

Technogym S.p.A. (Hong Kong, SAR, China)

June 2024 – December 2024

International Marketing & Events Specialist

- Conducted comprehensive market analysis across each line of business for Hong Kong and Macau markets, delivering actionable insights on market share, market penetration rates, and growth opportunities to support sales strategy.
- Improved the quality and coverage of the CRM database by cleaning and expanding over 1,200 customer and prospects records, resulting in a 15-20% increase in database size while improving the accuracy of data available to the sales team.
- Collaborated directly with General Manager and Sales Managers to develop operational and strategic sales plans, integrating market analysis findings with budget forecasts for short-term tactical and medium-to-long-term strategic initiatives.
- Developed with the management team a CRM-oriented Brand Ambassador strategy, by leveraging existing customers and commercial relationships to increase brand visibility and market awareness in the local market.
- Directly managed some phases of event organization and respective follow-ups by collaborating with sales teams, complying with procedures and standards required by company headquarters.

LTA STUDIO Tax & Law Firm (Milan, Italy)

October 2022 – February 2023

Accounting Specialist

- Supported daily accounting operations for 15-20 U.S.-based client companies, processing invoices, payments, credit memos, and financial documents through QuickBooks with accuracy and efficiency.
- Assisted in the preparation of annual and consolidated financial statements, and in the development of accounting documents encompassing the income statement, balance sheet, and cash flow statement.
- Developed tailored financial and accounting reports using Microsoft Excel, responding to specific client requests and closely monitoring key parameters.
- Conducted financial statement reconciliations, ensuring the accuracy of financial data, and implemented necessary reclassifications to uphold compliance with established accounting policies.

Chicago Marathon (Chicago, IL, US)

October 2023

Team Supervisor

- Led and coordinated a volunteer team, both pre-event and during the marathon, ensuring meticulous attention to participant safety and efficient service delivery.
- Managed logistical operations for participant services during the EXPO prior to the marathon, providing guidance and support to volunteers to ensure effective performance of services.

EDUCATION

AMOS Sports Business School (Paris, France)

February 2023 – May 2025

Master of Global Sports Business

- Double certification in Sports Management and Digital Transformation of Sports Entities from AMOS Sport Business School and the Global Sports Innovation Center (Microsoft).
- Completed in-depth analysis of three major sports industry markets: Europe, Asia, and North America.

Bocconi University (Milan, Italy)

September 2018 – December 2022

Bachelor's Degree in Business Administration & Management

- Thesis "Competitive Advantage in Football: Analysis of Managerial and Financial Strategies of the Premier League in the Global Context."
- Active member of the Sports Law & Policy student association.
- Co-founded the BS Padel Club student association, leading its establishment and community development.

Alessandro Antonelli High School (Novara, Italy)

September 2013 – July 2018

Scientific High School Diploma

- Specialization in scientific studies

INTERNATIONAL AND VOLUNTEER EXPERIENCE

Exchange Program (Seoul, South Korea)

May 2023 - June 2023

Korean Sports Industry Exploration Program

- Engaged in a comprehensive month-long program exploring Seoul's sports industry ecosystem, collaborating with local industry experts and professionals.
- Actively participated in educational sessions led by prominent sports and e-sports professionals, conducted on-site visits to key venues, and gained valuable insights into Asian sports market dynamics.

Volunteer

February 2023 – April 2023

Paris FC Football Club (Paris, France)

- Supported matchday operations including VIP management, logistics coordination, public reception, and hospitality services at home games.

SKILLS

Languages

- Italian - Native
- English - Fully professional proficiency
- French - Intermediate

Technical Skills

- Salesforce CRM (database management, reporting, analytics)
- Microsoft Excel (advanced: pivot tables, data analysis, financial modeling)
- QuickBooks Accounting Software
- Microsoft Office Suite (Word, PowerPoint, Outlook)

Business Competencies

- Market Analysis & Research
- CRM Strategy & Database Management
- Partnership & Stakeholder Management
- Event Planning & Coordination
- Project Management
- Cross Functional Collaboration