



Contact

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Address

Carrer Elisabets 16, Barcelona

Education

2023

MBA in Sports Management

LaLiga Business School (Madrid, Spain)

2016

Msc in Management (110 cum laude)

Bocconi University (Milan, Italy)

2014

Bsc in Business Administration

Federico II University (Naples, Italy)

Expertise

- Sports Management
- Business Development
- Internationalization strategy
- People Management
- Sales Strategy
- B2B Sales

Languages

Italian MT

English C1

Spanish C1

French B1

Nicola Guarino

Business Development Leader - MBA in Sports Management

Over 6 years of professional experience in International Business development and Sales. I decided to move my career to the Sport & Entertainment field to match my passion with my job. I graduated to the MBA program of LaLiga with a **thesis on internationalization strategy for professional clubs through a foreign star player**. I currently work in Transferroom, helping football clubs to internationalize their transfer market strategy.

Professional Experience

June 2023 - Today

Transferroom - full remote

Business Development Manager

- Responsible for **managing business development across Europe** by following the full commercial sales cycle with **football clubs and leagues**
- Working directly with external key stakeholders - Football Club Owners, Chief Executives, and Sporting/Technical Directors.
- Scope & Markets: Italy, France, Spain, Malta, Macedonia, Slovenia

2022- 2023

LaLiga Business School

Consultancy Services & Research

- **Real Zaragoza:** Business analysis and Commercial, HR, Infrastructure and Academy advisory for the new American Ownership (Jorge Mas)
- **Valencia CF:** Marketing and Social strategy for the Season Ticket holders campaign
- **Celta Vigo:** Marketing and branding strategy for the centenary of the club
- **LaLiga EA Sports:** New sponsorship strategy and activation plans at a League level.
- **SSC Napoli, Eibar, Real Sociedad:** Internationalization strategy leveraging foreign stars players

2022- 2023

Sii Concatel Spain - Madrid (Spain)

Senior Business Manager

- Prospecting and defining the sales strategy for the Spanish market
- Coordinating Sales activities for the Industry & Service division in Spain
- Managing and coaching 2 Business Managers as a direct report
- Managing and guiding Recruitment, Consultants, Business Developers & Finance

2021-2022

Teamsystem - Milan (Italy)

Enterprise Account Manager

- Teamsystem is the Italian leader in the market for **digital solutions** for managing the business of companies of all sectors and sizes, professionals (accountants, labor consultants, condominium administrators, freelancers) and associations.
- Prospecting and managing the client in finding the best ERP and digital solution
- Business development and account management
- Pricing and offer management

2017 - 2021

Amaris Techonologies - Milan (Italy)

Senior Manager

- **Coaching:** Coach 1 manager as direct report - Strategic account management - Pricing and Business strategy - C Level meetings
- **Business Development:** - Business Development Strategy - Key Account Management Managing, creating and directing my Business Unit (3M€ yearly turnover)
- **People Management:** Recruitment and candidate selection - People Management, tutoring our consultants to reach their professional goals
- **Financial Management** - Client Recovery - Financial, Legal and Administrative Management