

# VERONICA CAROLINA OLDANI

Dynamic and results-driven manager with 15+ years of experience in the football industry, primarily focused on marketing, negotiation, and project management. A key organizational driver, ensuring seamless operations and effective cross-functional alignment. Known for sound decision-making and a strong aptitude for problem-solving, I bring strategic insight and a collaborative approach to every project. Skilled in building lasting relationships and delivering measurable results, I am ready to take on new challenges and drive success in any environment.

## WORK EXPERIENCE

### Freelance

2024 — today

- Managed end-to-end event operations: from concept development and budgeting to press conferences and on-site execution (e.g. *Pepito Day*, Florence, March 2025).
- Delivered experience and activation projects (e.g. *Airbnb experiences with Olympic and Paralympic athletes*, July and October 2025).
- Planned and executed sports travel programs: proposals, budgeting, itineraries, and on-site coordination (e.g. Newcastle College, Football Pro Academy).
- Managed training camps and friendly matches for professional teams (e.g. *Sunderland U18 & U21*, July 2025, *Torino FC*, August 2025)
- Reviewed marketing strategy and optimized client communication flow for *Travel Inside Srl*.
- Lecturer in "Sport promotion and sponsorship" (BSc in Business Administration, European School of Economics, Milan).

### Head of Operations

Como 1907 Srl | July 2023 — August 2024


- Developed and implemented plans to improve business processes and resource efficiency across the organization.
- Led the Club's operational activities, overseeing both First Team and Academy functions.
- Negotiated contracts with sports suppliers to secure high-quality equipment while optimizing costs.
- Managed corporate initiatives and events, supporting matchday activations in accordance with regulations and official protocols.
- Analyzed new opportunities and collaborated with key stakeholders to develop action plans to capitalize on these opportunities.


### Marketing and Revenues Director

Como 1907 Srl | July 2021 — June 2023

- Developed and implemented marketing and commercial strategies, aligned with the Club's new positioning.
- Recruited resources to build the team, running and motivating them.
- Implemented new customer acquisition strategies, both for sponsors (x2 companies and +150% revenues) and for fans (+300% followers and +100% stadium attendance).
- Organized b2b and b2c events, managed sponsor activation plans (on-line and off-line), and CSR initiatives, to increase brand awareness, drive customer engagement, and build a strong presence in the community.
- Established and managed relationships with key internal/external stakeholders at all levels, tracked and measured expenditures, goals, and budgets, allocating resources across projects.

## CONTACT

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## EDUCATION

- **Master's degree in Management of Sports Organizations**, Rey Juan Carlos University, Madrid
- **Bachelor of Business Administration, Marketing and Market analysis**, UNIMIB University, Milan

**Abroad Exchange Program**,  
Universidad de Sevilla

**Courses:** *Project Management | Excel | Public Speaking | Sports Marketing | ChatGPT*

## LANGUAGES

- **Italian** *Native speaker*
- **English** *Fluent*
- **Spanish** *Fluent (DELE Superior Certificate, Instituto Cervantes)*

## SKILLS

- Leadership and Teamwork
- Goal oriented
- Flexibility and Adaptability
- Organized and efficient

## INTERESTS

Travel, Reading, Food experiences, Foreign cultures, and Sustainability

## International Activations and Project Manager

FC Internazionale Milano SpA | April 2015 — June 2021

- Managed planning and logistics for tours, away matches and training camps for First Team and Legends Team, working cross-functionally with internal and external stakeholders.
- Contributed to defining the tour strategy, match sales and budget as well as developed procedures and documents to ensure smooth department operation and keep key stakeholders fully briefed.
- Created multi-year business plans for the Legends and Esports divisions: mission and purposes, goals and KPIs, action plan, benchmarking, and P&L. Oversaw appearances and tournaments, managed former players and pro players, designed contents together with the media team.
- Developed and executed the Hall of Fame project: criteria, election process, marketing and communication plan, awards ceremonies organization, within budget and objectives.
- Led the global fan clubs strategy to increase subscriptions (+40% new members; +25% revenues) and international presence.

## Licensing, Retail and Brand Manager

FC Internazionale Milano SpA | May 2006 — May 2015

- Business development and negotiation of licensing agreements, providing insights on market trends and competitor analysis to increase revenues through new partnerships, more categories covered and higher quality.
- Managed licensees: product range definition, sample approval and performance reviews, to maximize Club exposure and visibility as part of the brand extension strategy.
- Oversaw product launches, promotions, and activations with retail partners (shops and e-commerce) to drive brand awareness and boost product sales.
- Ran anti-counterfeiting operations with the law firm on brands registration plan and documentations, appraisals, confiscations, warnings, and holograms program.
- Collaborated with marketing, sponsorship, and media staff to maintain brand consistency across all activities, contents, artworks, and materials.
- Contributed to the company rebranding (new logo and new corporate identity) by collaborating with the agency; created the timeline and the action plan to ensure the proper transition.

## Extra-curricular activities

### Board Member

Uniabita | June 2013 — June 2019

Board member for two consecutive terms of one of the largest housing cooperatives in Italy. Successfully led efforts to stabilize the organization's finances through various strategic initiatives, while safeguarding the cooperative's core values and long-term commitment to the right to housing.

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