

ANDREA SAVI

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PERSONAL PROFILE

Senior Marketing & Communication

Professional (10+ years in Milan/London) specializing in integrated global brand management and driving growth for high-profile clients, particularly in the **sports industry**.

Proven ability to translate **strategic vision** into high-value, cross-functional projects while ensuring **operational rigor, budget control, and financial sustainability**.

A **results-driven** orchestrator of multidisciplinary teams, adept at **building C-level relationships** and securing long-term partnerships, sponsorships, and high-impact international media/influencer collaborations. Committed to ethical execution and projects aligned with **Sustainability and DEI principles**.

CORE COMPETENCIES

- Budgeting, Forecasting & ROI Analysis
- Media Relations
- Influencer & KOL Marketing
- Event Planning & Activation
- Sponsorship & Partnership Activation
- Digital & Social Media Marketing & Storytelling
- Client Relationship & Account Management
- Team Leadership & Cross-Functional Project Management
- Business Development & Sales Leadership

LANGUAGES

- Italian - Mother tongue
- English - Professional proficiency
- French - Basic

EDUCATION

Buckinghamshire New University (UK) , 2008-2009

BA (Hons) International Sports Business Management

Bergamo University (ITA), 2003-2008

BA International Trade (Economics)

EMPLOYMENT HISTORY

FRACTIONAL BUSINESS DIRECTOR / STRATEGIC CONSULTANT

Freelance, Bergamo / Sep 2025 - now

ACCOUNT DIRECTOR

NT Next, Bergamo / Feb 2025 - Aug 2025

- Directed strategic brand and digital marketing strategy for key agency clients (e.g., Bergamo Airport, Polti Group, ISP education), ensuring alignment with their business objectives and overseeing project planning, execution, and budgeting.
- Spearheaded new business development and agency growth initiatives.

ACCOUNT DIRECTOR

WE ARE SOCIAL, Milan / July 2021 - Jan 2025

- Directed account strategy for high-profile global brands (e.g., Adidas, Airbnb, MSC Cruises, Juventus, AS Roma, Fondazione Milano Cortina 2026), ensuring consistent global positioning and messaging across integrated campaigns (ATL/BTL).
- Oversaw budgeting, forecasting, and financial sustainability (profitability/margins), playing a key role in agency process optimization.
- Led account teams (up to 10) and managed C-level client relationships, driving retention and upsell opportunities.
- Structured and executed multi-channel campaigns, including significant social media and digital storytelling components, through Influencers and KOL activations.
- Championed ED&I initiatives within the organization.

CO-FOUNDER & HEAD OF INTERNATIONAL PARTNERSHIPS

WE ARE FEMALE ATHLETES, London / Oct 2019 - July 2021

- Expanded global business portfolio for an athlete management agency specializing in female sports influencers/KOLs.
- Negotiated and secured partnerships with global brands (Volkswagen, Adidas, Gatorade), demonstrating strong relationship management and sales leadership.
- Focused on International Partnerships.

BUSINESS DIRECTOR

Mughoot Ltd, London / July 2016 - Dec 2019

- Led a team of 10 focused on sports talent management, image rights, sponsorship brokerage, and strategic consultancy.
- Built stakeholder relationships and drove new business opportunities in sports marketing and PR.

DIRECTOR OF BUSINESS SOLUTIONS

NIELSEN SPORT (formerly REPUCOM) , Milan / Jan 2015 - July 2016

- Managed ROI-driven SaaS market intelligence platform, exceeding €1M sales targets.
- Delivered consulting on sponsorship/branded content effectiveness and influencer marketing measurement solutions.

PRODUCT MARKETING MANAGER

ATALANTA BC (FOOTBALL CLUB), Bergamo / Jun 2010 - Dec 2014

- Managed sponsorship sales & activations and client relationships, generating €4M+ in annual revenue.
- Developed and executed brand awareness strategies and fan engagement events or special projects.

CO-FOUNDER & DEVELOPMENT DIRECTOR

PILO AGENCY / Jan 2013 - On hold | www.pilo-agency.com

- Spearheaded community development projects through sports events and urban revitalization initiatives.
- Partnered with major sports brands and high-profile athletes for event activations and social impact programs.

AWARDS

- Silver winner at Clio Awards - Project: Don't Sit and Watch - Client: Juventus FC
<https://clios.com/sports/winner/direct/juventus/don-t-sit-and-watch-128885>