

FABIO MENECHIN

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Dynamic and results-driven professional with over five years of experience in the sports industry, specializing in commercial strategy and operations within a top-tier football club environment. Demonstrated expertise in sponsorship lifecycle management, strategic planning, and data-driven commercial optimization. Recognized for strong stakeholder management capabilities and the ability to translate complex commercial frameworks into clear, actionable insights through a rigorous analytical approach.

PROFESSIONAL EXPERIENCE

AC MILAN	Milan, Italy
Senior Commercial Strategy Manager	September 2025 – Present
<ul style="list-style-type: none">Leading cross-functional strategic projects (e.g. New Stadium) to increase the commercial value generated across multiple Club functions, including partnerships, retail, marketing and CRMManaging the Club's commercial offering to drive revenue growth through strategic asset optimization and operational efficiencyActing as a strategic interface between commercial teams, including but not limited to:<ul style="list-style-type: none">Sales Team, by identifying new revenue initiatives and sponsor target lists, assessing feasibility, defining implementation and go-to-market strategiesPartnership Team, by conducting qualitative and quantitative performance analysis to measure sponsorship impact and effectivenessShaping senior stakeholders' decision-making by translating findings into strategy, clearly highlighting risks and opportunities aligned with business KPIsCoaching and developing junior talent, directly managing 2 junior resources to scale the Club's commercial strategy capabilities	
Commercial Strategy Manager	October 2024 – September 2025
<ul style="list-style-type: none">Led the Salesforce CRM rollout across Sales, Partnerships, Commercial Strategy and Football Operations by managing the inventory across 600+ assets and 45+ partnersBuilt and led the Partnership department's commercial modelling framework, by planning and forecasting a €4.3M activation budget resulting in a 9% increase in Partners' activation rateIncreased year-on-year revenues by 10% by enhancing data-quality and accelerating decision-making through a centralized reporting systemPartnered with 5 agencies to conduct market scans and competitor benchmarking, shaping the Club's positioning and commercial propositionManaged commercial operations for strategic international initiatives, including 5 global tours and 3 Legends matches worldwide	
Partnership Strategy Senior Executive	August 2023 – September 2024
<ul style="list-style-type: none">Developed the Club's first inventory management model, redesigning the Club's entire commercial propositionIncreased sponsorships' deal success rate by 8% by introducing a bespoke, sales-funnel based approachImplemented a new budgeting framework to define activation costs and optimize planning, scaling budgets from €2.2M to €3.5M	
Commercial Operations Specialist	September 2021 – July 2023
<ul style="list-style-type: none">Managed 2 strategic Club Partners in the Web3 space, securing over €8M in seasonal revenueTracked and analyzed media and digital KPIs to improve partners' activation ROI on digital channels by 7% year over yearRedesigned 4 internal workflows, including new partner onboarding, to streamline Partner management and internal operations	
PROGAMING ITALIA	Bolzano, Italy
Assistant Project Manager	April 2021 – September 2021
<ul style="list-style-type: none">Pitched 360° turnkey solutions to leading brands entering esports, driving brand awareness among Gen Z (16–25)Optimized budget allocation through physical and digital touchpoints, delivering €10K in savings while maximizing Partners' ROI across 3 activations	
BANCA IFIS	Venice, Italy
Marketing Specialist	July 2018 – July 2020
<ul style="list-style-type: none">Executed SEO and social media strategies securing top Google rankings and increasing brand engagement, backed by a €75K paid media budgetPlayed a key strategic role in a 12-month corporate rebranding initiative, repositioning the brand across multiple communications channels	

EDUCATION

MSc in Sport Business Strategies	Treviso, Italy
Master SBS - Ca' Foscari University of Venice Final grade: 10/10	October 2020 – October 2021
Bachelor's degree in Communications	Padua, Italy
University of Padua Final grade: 100/110	September 2016 – July 2019
High School Diploma in Accounting	Treviso, Italy
Collegio Salesiano Astori Final grade: 91/100	September 2009 – September 2014

HARD SKILLS

Professional expertise and tools
<ul style="list-style-type: none">Commercial offer management and pricing strategy (Salesforce)Data analysis and visualization, dashboarding and reporting (Excel, Blinkfire, Power BI, Keynote, PowerPoint)Market Research and competitive benchmarking (Nielsen, GWI, YouGov, Sport Business, Sponsor United)Budget planning, financial modelling and cost controlling (Excel, Power BI)Project management and process optimization (Monday, Trello)Contract negotiation and deal structuring
Languages
<ul style="list-style-type: none">Italian: active speakerEnglish: C1 (IELTS)Spanish: beginnerGerman: beginner