

FABIO MENEGHIN

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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

- Leading cross-functional strategic projects (e.g. New Stadium) to increase the commercial value generated across multiple Club functions, including partnerships, retail, marketing and CRM
- Managing the Club's commercial offering to drive revenue growth through strategic asset optimization and operational efficiency
- Acting as a strategic interface between commercial teams, including but not limited to:
 - Sales Team, by identifying new revenue initiatives and sponsor target lists, assessing feasibility, defining implementation and go-to-market strategies
 - Partnership Team, by conducting qualitative and quantitative performance analysis to measure sponsorship impact and effectiveness
- Shaping senior stakeholders' decision-making by translating findings into strategy, clearly highlighting risks and opportunities aligned with business KPIs
- Coaching and developing junior talent, directly managing 2 junior resources to scale the Club's commercial strategy capabilities

Commercial Strategy Manager

October 2024 – September 2025

- Led the Salesforce CRM rollout across Sales, Partnerships, Commercial Strategy and Football Operations by managing the inventory across 600+ assets and 45+ partners
- Built 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 rate
- Increased year-on-year revenues by 10% by enhancing data-quality and accelerating decision-making through a centralized reporting system
- Partnered with 5 agencies to conduct market scans and competitor benchmarking, shaping the Club's positioning and commercial proposition
- Managed commercial operations for strategic international initiatives, including 5 global tours and 3 Legends matches worldwide

Partnership Strategy Senior Executive

August 2023 – September 2024

- Developed the Club's first inventory management model, redesigning the Club's entire commercial proposition
- Increased sponsorships' deal success rate by 8% by introducing a bespoke, sales-funnel based approach
- Implemented 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

- Managed 2 strategic Club Partners in the Web3 space, securing over €8M in seasonal revenue
- Tracked and analyzed media and digital KPIs to improve partners' activation ROI on digital channels by 7% year over year
- Redesigned 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

- 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

- Executed SEO and social media strategies securing top Google rankings and increasing brand engagement, backed by a €75K paid media budget
- Played 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

October 2020 – October 2021

Final grade: 10/10

Bachelor's degree in Communications

Padua, Italy

University of Padua

September 2016 – July 2019

Final grade: 100/110

High School Diploma in Accounting

Treviso, Italy

Collegio Salesiano Astori

September 2009 – September 2014

Final grade: 91/100

HARD SKILLS

Professional expertise and tools

- 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

- Italian: active speaker
- English: C1 (IELTS)
- Spanish: beginner
- German: beginner