

# Clara Simonini

## WORKS EXPERIENCE

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November 2019

**Bologna Football Club 1909**, Bologna (Italy)  
**Sustainability Manager & Football and Social Responsibility Officer**

- Activities:
  - Head of Sustainability & Football and Social Responsibility Officer: creation of sustainability strategy in line with UEFA, ECA, Italian Institutions and UE
  - Non-financial statement (sustainability reporting in line with CSRD of UE)
  - European Club Associations Member for the sustainability division
  - DAO UEFA (Disability Access Officer)
  - Partnership Account Management: negotiation and implementation of partnership contracts, lead and coordinate the activities, events and activations to carry out with the local and global Bfc Partners that have the visibility, development of branding partnership projects
  - B2B/B2C activities
  - Stadium and Venue Operations for the matches of Serie A and Italian National team UEFA's competitions
  - Operations with the Institutions of the city and the football industry (Municipality, UEFA, FIGC, Lega Serie A etc)
  - Management of website (wordpress)
- Skills acquired: strategic project management, networking ability, good organization and planning skills, finance and administration tools, data analytic skill, editing marketing strategic and communication plan, commercial awareness, critical thinkers, budgeting control, targeting and presentation drafting, knowledge of the facilities requirements at the stadium for the matches days, matchday ticketing operations, access control, sponsorship activations, editing the documents in ppt, word and excel

2018-2019

**Italian Football Federation (FIGC) / UEFA**  
**Venue Manager Assistant UEFA EURO U.21 2019** (site on Bologna)

- Activities:
  - Management of all the venue operations of the Renato Dall'Ara Bologna stadium which hosted 4 tournament matches, 2 of which sold out
  - Organization of all the activities of the training centres and hotel of the national teams (Italy, Poland, Spain and one semifinal) and the referees
  - Branding, access and mobility operations
  - Hospitality and catering operations
  - Editing and updating of the stage budget
- Skills acquired: ability to interact with a high-profile work group, knowledge of the organizational dynamics of an international football event, team working, problem solving under time pressured conditions, work on multiple initiatives simultaneously

2018-2019

**Italian Football Federation (FIGC) / UEFA**  
**Venue Operations Broadcasting Manager Assistant UEFA NATIONS LEAGUE e EUROPEAN QUALIFIERS National A team**

- Activities:
  - Support and assistance to the UEFA Operations Broadcasting Manager (VOBM)
  - Management of all national and international TV activities for the Italian national A matches
  - Media operations management
  - Coordination and preparation of documents, reports and archive
- Skills acquired: knowledge of TV operations related to an international football event, reporting, team working, media operations organization of the match

2018-2019

**Italian Football Federation (FIGC) / UEFA**

Account Manager UEFA EURO U.21 2019 (site on Bologna)

- Activities:
  - Promotion of the European Championship u.21 2019
  - Partners and ticketing Operations of Emilia Romagna's companies (ex: UNIPOLSAI, Lamborghini Spa, ISOKINETIK Group, Amadori)
- Skills acquired: good relational skills with companies and clubs, time management, ticketing management, CRM software

2013-2019

**Zed Live Entertainment, Padova (Italy):**

Venues Coordinator

- Activities:
    - Account Manager in the venues: interface with corporate sponsor and activation of the contract benefits
    - Venue and backstage operations
    - Management of public relations and artists
    - Coordination of staff
    - Ticketing operations
  - Skills acquired: knowledge of the organizational dynamics of a music event, ability to coordinate, public relations, leadership, ticketings sales and control access on site
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**EDUCATION**

2023-2024

**UEFA CFM (CERTIFICATE IN FOOTBALL MANAGEMENT), University of Lusanne**

- the organization of world football;
- strategic and performance management;
- operational management (human resources, finances, customer satisfaction, service operations);
- football marketing and sponsorship;
- communication, the media and public relations;
- football and social responsibility

2018-2019

**University of Parma and San Marino, Italy**

International Masters in **Strategy and Planning of events and sports facilities; Sport Business Management**

- Principal subjects: sport law, budget and management control, sports marketing, economics and organisations, event and sport facilities
- Project works: Virtus Entella stadium experience, President of League A for one day, Budget analysis and Sponsor Empoli FC, Analysis of the Bossman ruling and the evolution the transfer of the players
- Final project: redevelopment and enhancement of a degraded place through sport

2015-2017

**University of Ferrara, Italy**

Three-years degree **Science and Technologies of Communications** (110/110)

- Principal subjects: Psychology of communication, Marketing and new media, Business organization
- Thesis degree: Marketing and communication "*from brand identity to brand image, management and the communication of a Luxury Brand*"

2008-2013

**Gymnasium Scientific High School Patavinum Sport, Padua (Italy)**

Diploma of equal scientific high school (82/100)

**OTHER KNOWLEDGE:**

**Languages:**

- Italian (mother tongue)
- English (fluent)
- Spanish (intermediate)

- French (beginner)

**IT Knowledge:**

- MS Office
- Internet Search
- Software MacOS
- Software Windows

**Interest:** Sport, football, travel and fitness

Autorizzo il trattamento dei dati personali

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