

# Luca Zangari

## Personal Data

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Address  
E-mail  
Phone  
Nationality

## Summary

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Highly motivated business professional with over 17 years of experience in developing, implementing and executing retail strategies and operational planning at international sports events. Seeking a stimulating role within a dynamic organisation that offers new challenges and opportunities.

## Professional Experience

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### Retail Director (Freelance)

October 2018 – present

act.<sup>3</sup> GmbH (Herzogenaurach, Germany)

#### Leading the Retail Projects

- Project primary contact (UEFA, TEAM Marketing, Kosmos Tennis, AlphaTauri), principal sponsors (adidas, Mastercard, Nissan) and suppliers
- Prepare the P&L statement forecast with the goal to maximize the Company profitability (ROI)
- Responsible for the planning, activation and supervising all retail events execution
- Responsible for the preparation of the events reports and analysis (KPI analysis, Royalties Report, Debrief)
- Leading the event retail pitch process

### Event Retail Manager (Freelance)

March 2015 – September 2018

INTERSPORT International Corporation (Bern, Switzerland)

#### Project Primary Contact

- Liaison with Event Organisational Body (UEFA/TEAM/CAA Eleven, FIBA, IHF, EHF), principal sponsors (adidas, Mastercard) and suppliers

#### Budgeting, Forecasting and Business Plan

- Product forecast (design and range selection, volume forecast per article, purchasing strategy)
- Business plan preparation (sales target forecast per event and venue, cost planning, cash flow planning, P&L statement – reached turnover of 18'400'000 EUR and Group profit of 2'800'000 EUR for the period 2015-2018)

#### Event Activation

- Participation at all site visits with the objective to define the shop positions, logistics and cash collection
- Responsible for protecting and activating INTERSPORT contractual rights and execution of INTERSPORT obligations
- Organisation of the International INTERSPORT marketing campaigns relative to the event activation
- Planning with INTERSPORT National Organisations the Classic Retail activation in each event's Host City (e.g. 1'022 doors activated across Europe for the EURO 2016)
- Activation of the on-site retail plan in collaboration with INTERSPORT National Organisations or external agencies (visual merchandising, shop structures, cash registers, logistics plan, sales staff, cash handling)
- Analysis of End of Day Report with adaptation of event strategy in relation to the stock level and sales targets

#### Post Event Reconciliation

- Preparation of Final Sales Report, KPI analysis and final debrief presentation for the Event Organiser

### Event Manager (Freelance)

November 2012 – September 2014

INTERSPORT International Corporation (Bern, Switzerland)

- Lead and develop the merchandising project during the FIBA Basketball World Cup (Spain 2014)
- Project lead for activating and managing the Champions League Superstore during the Lisbon and London Finals (2014/2013)
- Venue Manager during the execution of the Handball World Championship (Spain 2013)

## Project Manager (Freelance)

July 2013 – February 2015

Expolicencias 2008 (Barcelona, Spain)

- Project Primary Contact (FINA, Liga ACB, Barcelona World Race, ISU)
- Budgeting, Forecasting and Business Plan (reached turnover 1'500'000 EUR – profit 450'000 EUR)
- Event activation (including staff and logistics planning)
- Post event reconciliation

## Operations Manager

April 2011 – October 2012

The Retail People (London, UK)

- Event planning responsibilities similar to those as above in relation to the Olympic and Paralympic Games (London 2012)
- Design and Overlay Planning (overseeing the layout and design of retail outlets from kiosks to the 4.000 m2 Megastore)
- Responsible for the on-site activation (including the set-up/dismantling, product allocation, logistics and staff) of the Olympic Village, Olympic Stadium, North Greenwich Arena, ExCeL, Earls Court, Velodrome, Horse Guards Parade, Lord's Cricket Ground, Wembley Arena, all Olympic Football Stadiums

## Stadium Retail General Manager

May – August 2010

AEG Merchandising (USA)

- Stadium Manager for the Retail Project in relation to the FIFA World Cup (South Africa 2010)

## Event Manager

October 2009 – March 2010

Gameday Merchandising, previously XP Events (Vancouver)

- Venue Manager for the Main Media and Broadcasting Centre during the Olympic and Paralympic Games (Vancouver 2010)
- Co-management of the retail activations for the Eastern Canada Torch Relay

## Event Manager

June 2005 – August 2009

Concept Sports Int. (Europe and Australia), TSS+P (UK)

- Supporting the event implementation for events such as the Superleague Formula 2008, Rugby World Cup 2007, Winter Olympics Games Turin 2006, America's Cup 2007 (period 2005/2007) Formula 1 (Imola, Monza, Montecarlo, Melbourne, Valencia, period 2005-2009)

## Education and Skills

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- Bachelor of Business in Economics & Tourism (University of Bologna-Rimini, Italy)
- International Studies at Complutense University of Madrid, Spain (12 months)
- International Studies at the University of Buenos Aires, Argentina (2 months)
- Advanced course in NGEST (Stock and Supplier Operational System)
- Microsoft Office Package including Advanced Excel
- Languages – **Italian:** Mother tongue, **English:** Fluent, **Spanish:** Fluent, **French:** Basic

## Hobbies and Community Involvement

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- **Sport** – passion for sports in general, especially football. In my free time, I enjoy swimming and cycling
- **Traveling** – I experience traveling as a process of self-learning, discovery and transformation that is generated by leaving the comfort zone and interacting with different cultures
- **Reading** – I enjoy reading novels and non-fiction books in Italian, English and Spanish
- **WWF and Greenpeace member** – I believe that a more sustainable World is possible

## References

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- References available upon request