

Luca Zangari

Personal Data

Address
E-mail
Phone
Nationality

Summary

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

Retail Director (Freelance)

October 2018 – present

act.³ 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

- 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

- **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

- References available upon request