

## EDUCATION

### **LUISS GUIDO CARLI**

Economics and Management

Neuromarketing applications to make football clubs attractive to new partnerships Communication strategies and advertising techniques

Rome, RM

2018-2021

### **ASISIUM INSTITUTE**

Scientific High School

Rome, RM

2014-2018

## EXPERIENCE

### **Brentford FC**

**Lead Scout of Italy**

Rome, RM

03/2025 - Today

- Contribute to the identification, assessment and shortlisting of suitable player targets for the Club from First Team and U21 football in Italy.
- Attend live fixtures in the Italian Serie A, Serie B, Campionato Primavera and other leagues as necessary.
- Work effectively within the defined Scouting Department processes to ensure serious players of interest are identified and progressed, faster and more effectively than our competitors.
- Assist in the coverage of live/video viewings of selected Italy National Teams' fixtures from U17 to senior squads.

### **GG11 srl**

**Head of Recruitment**

Rome, RM

02/2020 – 03/2025

- Coordination of the Agency's Scouting Area, contributing to tripling the agency's value in just four years of work, starting as a junior scout, and rising to the position of Head of Recruitment.
- Identification of players with potential and future resaleability for transfer to the relevant leagues in Europe such as Christopher Bonsu Baah scouted in Norway without any professional appearances in Europe and sold for 7 million to KRC Genk 5 months later.
- Total coverage of championships in the 4 main continents (Europe - Asia - North America - South America).
- Proficient in live match observation with in-depth knowledge of all categories of Italian football, including Serie A, Serie B, Lega Pro, and youth leagues.
- Data analysis using Big Data platforms for practitioners (Driblab, Statsbomb, Wyscout).
- Study of the economic and fiscal conditions of the clubs to understand the needs of the market sessions.
- Drafting of documentation relating to the transfer of players or the engagement of players by the agency (mandates from the club, mandates from the player, private contracts).

### **CASSETTA BIANCA CLUB**

**Assistant Coach Football 5-a-side - Cadet Category**

Rome, RM

06/2017 - 08/2018

- Supporting the coach in preparing and conducting training.
- Supporting the coach in pre-match and match practice.
- Organization of the trip.

## ACTIVITIES

### DAILY TOURNAMENT

Rome, RM

#### Organizer

2016

- Organization of a 20-team five-a-side football tournament with an innovative one-day format.
- Procurement of sponsorships related to the world of sport and activities in neighboring districts targeting the tournament clientele (driving schools, gyms).

## SKILLS AND INTERESTS

**Football education:** Qualified Sport Director to the F.I.G.C. (Federazione Italiana Giuoco Calcio), sVI FSI Conference in Sevilla 2024, England Football Learning Talent Identification in Football II, 2025.

**Techniques:** Python language and office automation fundamentals with Microsoft Office and open-source alternatives, video editing using DaVinci Resolve and iMovie.

**Languages:** Italian - Mother tongue, English - Written and Oral fluent, Spanish - Written and Oral fluent.

**Work:** Ability to work under pressure, work in a team and meet set deadlines.