



# Filippo Bazzanella

## Personal Information

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Nationality Italian

Military Service Performed from 1995 to 1996 as a specialist in the Alpine Corps

## Occupational Field

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EXECUTIVE IN SPORT - TOURISM – INNOVATION - Marketing | Sponsorship | Communication |  
External Relations | Business Development | Events |

## Work Experience

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March 2016 – Present

*Self employed*

**Consultant in sport event, tourism and innovation**

- MYSNOWMAPS.
- HYPE Global Sport Innovation Competition (GBR).
- KRASNOYARSK 2019 Winter Universiade (RUS).
- EVENT RATE®.
- HACKATHON OF ITALIAN FOOTBALL - UNITN.
- EXPERT OF ERASMUS+ SPORT Project for EU.
- VAL DI FASSA 2019 FIS JUNIOR ALPINE SKI CHAMPIONSHIPS ORGANIZING COMMITTEE.

November 2014 – February 2016

Tasci S.r.l.

**Sport Industry**

Communication Director

August 2012 – October 2014

Organizing Committee of Trentino 2013 FISU Winter Universiade

**Sport Events**

Secretary general

January 2010 - November 2011

Bidding Committee of Trentino 2017 FISU Winter Universiade

**Sport Events**

Secretary general

June 2009 – December 2014

University of Trento – Opera Universitaria di Trento

**Sport Manager**

June 2009 – April 2015

**Sport Management**

Football player agent authorized by FIFA

June 2008 – June 2009  
Consorzio Cortina Turismo  
**Tourism marketing company**  
General Director

January 2008 – June 2008  
Scuola dello sport del CONI Rome  
Teacher and consultant

July 2005 – November 2007  
Azienda per il Turismo Dolomiti di Brenta Paganella Andalo Lago di Molveno Fai della Paganella Cavedago  
Spormaggiore S.c.p.a  
**Tourism marketing company**  
General Director

June 2001 - July 2005  
Marcialonga S.c.a.r.l.  
**Sport event organization**  
Secretary General

October 2000 – June 2001  
Marcialonga S.c.a.r.l.  
**Secretary General assistant**

## **Education and Training**

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August 2016 – Web Course “Become a Project Manager”  
**Managing Project Communication (Doug Rose), Managing Project Change (Doug Rose),  
Managing Project Schedules (Bonnie Biafore), Managing Project Teams (Bob McGannon),  
Managing Project Stakeholders (Terri Wagner), Managing Project Budgets (Bob McGannon),  
Project Management Fundamentals (Bonnie Biafore), Managing Project Ethics (Bob McGannon),  
Managing Project Risk (Bob McGannon), Managing Project Integration (Bob McGannon), Managing  
Project Procurement (Bob McGannon), Managing Project Quality (Bob McGannon).**  
Lynda.com • PMI® Registered Education Provider #4101

28<sup>th</sup> May 2015 – Trento  
**Seminar “Linkedin for Business, advanced course”**  
Ideaturismo

22<sup>nd</sup> May 2015 – Milan  
**Seminar “I blog aziendali come strumento di promozione e fidelizzazione”**  
Assosport

12<sup>th</sup> May 2008 - Rome  
**Seminar “Marketing in the team sports – the sport organization like an agency”,** speaker: Professor  
William Sutton – University of Central Florida and former Vice-President of the Marketing and Business  
Operation Team of the National Basketball Association (NBA).  
School of Sport (ROME) and Il Sole 24 Ore Sport Magazine.

9-10 May 2008 – Rome  
**Seminar “Sponsorship plan in a tennis tournament - The International Italian BNL Open”**  
School of Sport (ROME) and Italian Tennis Federation.

9-10 February 2008 – Rome  
**Seminar “The marketing of a great event - The Six Nations Tournament”.**  
School of Sport (ROME) and Italian Rugby Federation.

December 2007 – Padova  
**Seminar “Sport & Communication”.**  
School of Sport (Padova – Veneto Region).

June 2003 – September 2004  
**MEMOS: Executive Masters in Sports Organization Management,**  
Thesis: “**Developing Sport Events Brand Equity**”,  
University of Lousanne (SUI), University of Lyon (FRA) and IOC (International Olympic Committee).

July-August 1999  
**Advanced programme in Business German Language: Vorbereitungskurs PWD.**  
University of Clausthal-Zellerfeld – GER.

August 1997 – June 1998  
**Erasmus - 1 Academic year of the Economy & Business Degree.**  
University of Göteborg (Economics & Business Department Erasmus Project ) - SWE

1994 - 2000  
**Degree in Economy & Business.**  
University of Trento.

## Personal Skills and Competences

Mother tongue: **Italian**

Other languages:

	<b>English</b>	<b>German</b>	<b>Swedish</b>	<b>French</b>
• Reading	<i>Proficient user</i>	<i>Good user</i>	<i>Elementary knowledge</i>	<i>Elementary knowledge</i>
• Writing	<i>Proficient user</i>	<i>Good user</i>	<i>Elementary knowledge</i>	<i>Elementary knowledge</i>
• Spoken interaction	<i>Proficient user</i>	<i>Good user</i>	<i>Elementary knowledge</i>	<i>Elementary knowledge</i>

## Computer and technical skills and competences

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Advanced knowledge of Microsoft Office programmes and other software for Windows, Linux and Mac systems.

Advanced knowledge of Novell system for business network and software GroupWise e Groupware.

**European Computer Driving Licence (ECDL)**, International standard licence.

## Additional Information

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**Other experiences:**

- ✓ **January 2011:** member of the **board of Magnifica Comunita' di Fiemme** in Cavalese, owner of 20.000 hectares of the forest and a sawmill in the valley.
- ✓ **January 2008:** Official teacher in the **School of Sport of Italian Olympic Committee in Rome.**
- ✓ **September 2007:** **license of football player agent authorized by FIFA.**
- ✓ **January 2001 - July 2001: Leonardo Project with EU,** 7 months working stage for Vasaloppet AB Mora (Sweden), sport event company (they organise the biggest winter event in Europe with more than 50.000 participants);
- ✓ I represented the Italian Ski Association inside the popular x-country ski sub-committee of **FIS (International Ski Federation)** for 4 years: **2003-2004 e 2005-2006** in two Congresses (Portroz SLO and Miami USA);
- ✓ **2001-2005,** I represented Marcialonga in the **Worldloppet Association** with the biggest 14 worldwide cross country ski races.
- ✓ **2004** collaboration with **Athens Olympic Games** (Aquatic sport);
- ✓ **2002-2003** collaboration with the marketing area of the **FIS World Championships of Nordic Ski – Val di Fiemme 2003 O. C. ;**
- ✓ **2004-2012,** member of the **Board of the Bank CASSA RURALE DI FIEMME;**

#### **Publication**

Developing Sport Events Brand Equity - Model for evaluating your brand  
EU September 15, 2004

"The brand value"- SDS - School of Sport of CONI Journal (Italian Olympic Committee); n. 58-59 July - December 2003.

Collaboration for the book "Marketing of Olympic Sport Organisations" by A. Ferrand e L. Torrigiani, 2005 – Human Kinetics.

Crowd Funding and Sport: A New Item in the Budget? Isportconnect.com - June 19, 2014

A New Model of Event on a Human Scale Isportconnect.com - March 25, 2014

Must Have. Nice to Have: How to establish big sport events on a human scale again  
EGOTH - January 2, 2015

JURISPORT N. 158 - 26e Universiade d'Hiver: le défi d'une relocalisation

SPAZIO SPORT N. 35 – 26a Universiade Invernale Trentino 2013

#### **Consultancy's Qualification**

**November, 2009.**

Research on Tourism Management promoted by Val di Fiemme Tourism Board.

Topic: A Golf Course in Fiemme Valley. Analysis, Financial and Master Plan for a Golf Course in Fiemme.

**January, 2010.**

Research on Tourism Management promoted by Val di Fiemme Tourism Board.  
Topic: Lavazè:Dolomiti Green Space. Local Strategic Plan for the Dolomiti Area of Lavazè – Varena.  
**March, 2010.**  
Research on Tourism Management promoted by Val di Fiemme Tourism Board.  
Topic: Analysis on development plan for the mineral spring in Carano district.

#### **Teacher's and Speaker's Qualification**

##### **2014 and 2017, Innsbruck AUT.**

*How to manage a major sport event.*

Lessons at Summer School, Advanced Course of Sport- & Event Management promoted by the University of Innsbruck and University of New Orleans.

##### **November 26-29, 2014, Dubai EAU.**

Speaker at International Conference **HOST CITIES.**

*Effecting strategies for winning and hosting major events-26th FISU Winter Universiade Trentino 2013.*

##### **November 13-14, 2014, Paris FRA.**

Speaker at International Conference **CITY EVENTS.**

*A New Model of Event on a Human Scale -26th FISU Winter Universiade Trentino 2013.*

##### **September-October 2011, Rome ITA.**

*Course for European Sport Manager* organized by Clorofilla Learning Association in Rome. “Organizing a major sport event” - “Sponsoring a major sport event”.

##### **January- October 2007-2017, Rome ITA.**

Tutor at Advanced Course of Design and Management of Sport Event promoted by School of Sport of CONI (Italian Olympic Committee) in partnership with International University LUISS of Rome.

##### **3rd-5th June 2011, Tirana - ALBANIA.**

*Advanced Sport Management Course* organized by Albanian Olympic Committee in Tirana. Personal speech: “Organizing a major sport event.”

##### **January 2010, Verona (VR-ITA).**

Teacher to the University of Verona in the *Degree in Sport Sciences and Techniques.*

*Course of "Sports Organizations and Communications".*

##### **October-November 2009, Cles-Pergine-Arco (Trentino Region- ITA).**

*Advanced Course for Club Manager* in partnership with the Italian Athletics Association (FIDAL) and the School of Sport of the Italian Olympic Committee (CONI) in Rome.

##### **13th-16th December 2008, Doha - QATAR.**

*Advanced Sport Management Course* organized by Qatar Olympic Committee in Doha. Personal speech: “Organizing a major sport event.”

##### **27th-30th November 2008, Barcelona - SPAIN.**

*1<sup>st</sup> MEMOS Graduates Worldwide Convention* organized by MEMOS and INEFC in Barcelona. Personal speech: “Sport&Tourism: the case of Cortina d’Ampezzo, Dolomiti-Italy”.

##### **19th-20th June 2008, Termeno BZ - ITA.**

*Advanced Course for Top Level Management* in partnership with Italian Association of Table Tennis (FITET) and School of Sport of Italian Olympic Committee in Rome. Personal speech: “Leadership”, “New Marketing approach for sport events” and “The rule of the sport manager”.

##### **28th November 2007, Trento ITA.**

Seminar: “RFID Technology for the sport event management” promoted by International University of Trento.

##### **28th-29th October 2004 Turin ITA.**

Congress “A worldwide sport event: the effects for the territory” – Torino Region before the Olympic Games. Personal speech “Marcialonga, a winning brand, the strength of the territory”

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