Manuele Vecchi

Date and place of birth: 13/06/1974, Genoa, Italy

Domiciled in:

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EXECUTIVE ACADEMIC PROFILE

Executive leader, entrepreneur, and university lecturer with over 20 years of experience at the intersection of business growth, executive education, and sports communication.

Founder & CEO with proven expertise in scaling organizations, driving double-digit commercial growth, and building long-term institutional partnerships across Europe and global markets. Academic lecturer specializing in Sports Communication and applied language studies, integrating real-world corporate strategy into university curricula.

Recognized for bridging academia and industry through program innovation, strategic partnerships, and performance-oriented leadership.

ACADEMIC APPOINTMENTS

Adjunct Professor – English for Sport

University of Genoa – Department of Political Sciences
October 2024 – Present

Course leader responsible for integrating sports communication, storytelling, and strategic positioning within the sports industry.

- Design and deliver practice-oriented curriculum aligned with current sports market dynamics.
- Teach communication strategies for sports organizations, athletes, and media professionals.
- Integrate case studies from international sports ecosystems.
- Mentor students in career strategy, digital positioning, and entrepreneurial development in sports.

Adjunct Professor – Publishing & Industry Language

University of Genoa – Department of Political Sciences
October 2017 – May 2020

- Delivered sector-specific language training connected to the publishing and communication industries.

- Integrated professional tools and workflows into academic instruction.
- Supervised collaborative student projects simulating real industry environments.

EXECUTIVE AND INDUSTRY LEADERSHIP EXPERIENCE

Founder & CEO

Liguria Traduce – Genoa
January 2004 – June 2017

Entrepreneurial leadership role spanning 13+ years.

- Founded and scaled a communication company with sustainable profitability.
- Directed P&L management, forecasting, budgeting, and long-term strategy.
- Developed international client portfolio and institutional relationships.
- Built high-performance teams with strong focus on professional development.
- Introduced advanced tools and emerging technologies to enhance operational excellence.

Sales & Account Manager

Fashion Words by Kaedra S.r.l. – Italy
October 2023 – August 2025

Reporting directly to the CEO; leading a team of 7 across global fashion and luxury markets.

- Achieved 80%+ year-on-year growth across selected strategic accounts.
- Negotiated multi-year contracts with high-profile international brands.
- Designed and launched an AI-driven operational tool to improve efficiency and scalability.
- Implemented CRM-based strategic forecasting models to strengthen pipeline predictability.
- Increased client retention through high-level relationship management.

Sales Manager

Yellow Hub TDR – Milan
January 2020 – August 2023

- Led expansion across Pharma, Fashion, Luxury, and IP sectors in EMEA and global markets.
- Delivered 60%+ year-on-year growth with a global pharma client.
- Achieved 55%+ year-on-year growth across fashion and luxury accounts.
- Managed commercial integration post-acquisition.
- Strengthened executive-level partnerships across international markets.

Business Development Manager

Aglatech14 Spa – Milan
July 2017 – December 2019

- Developed international client base in LSP and Medical Device sectors.
- Diversified service portfolio through innovation initiatives.
- Negotiated international agreements supporting expansion strategy.

BOARD AND INSTITUTIONAL GOVERNANCE

Board Member

European Language Industry Association (ELIA)
2012–2016 | 2017–2022

Strategic governance and industry-academia integration.

- Contributed to long-term strategic direction of the association.
- Designed and chaired executive-level conferences across Europe and the U.S.
- Fostered structured collaboration between academic institutions and industry leaders.
- Represented the association as speaker and moderator at international forums.

SPORTS INDUSTRY AND HIGH-PERFORMANCE PROFILE

Academic and practitioner perspective on performance culture, resilience, and strategic endurance.

Endurance athlete competing in elite ultra-trail events:

- Finisher – Tor des Géants
    - Successfully completed the prestigious and gruelling 330 km ultra-trail race through the Italian Alps, known for its extreme difficulty and elevation gain.
- Finisher – Ultra-Trail du Mont-Blanc
    - Completed the Ultra-Trail du Mont-Blanc (UTMB), a 170 km endurance race in the Alps, renowned for its challenging terrain and high-altitude conditions.
- Multi-time Finisher – Sciacchetrail
    - Successfully completed the Sciacchetrail, a challenging ultra-trail race through the rugged terrain of the Italian Cinque Terre, four times. Known for its steep ascents, technical descents, and scenic coastal views, the event tests endurance, strength, and perseverance.

EDUCATION AND EXECUTIVE DEVELOPMENT

Bachelor of Arts in Languages (English & Spanish)
University of Genoa

Leadership Fundamentals – Infinity Srl (2021)
Customer Centric Selling – Choralia (2018)

SELECTED SPEAKING ENGAGEMENTS

- Chair, ELIA Focus on Executives Conference – Tenerife (2022)
- Chair, British Idealism and New Liberalism Conference – Genoa (2018)
- Speaker & Moderator, ELIA Networking Days – Portoroz, Lyon, Krakow

LANGUAGES

Italian (Native)
English (Proficient – oral & written)
Spanish (Fluent – oral & written)

TECHNICAL COMPETENCIES

CRM: Spiro, OnePage, Zoho, Hubspot
TMS: Plunet, XTRF, LBS
CAT Tools: MemoQ, MemSource, SDL Trados
MS Office Suite

I authorize the use of personal data meaning of D. Lgs 196/2003

Milan, 23/02/2026