

Andrea Rossi

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[🌐 https://andrearossi.co.uk/](https://andrearossi.co.uk/) 📍 London, United Kingdom

SUMMARY

Specialist in community engagement within sporting contexts and developer of an evidence-based social value assessment framework, built through several years of research and applied project work.
Reliable and collaborative, with a creative mindset and experience supporting sports clubs and community organisations through strategic analysis and stakeholder engagement.

WORK EXPERIENCE

Head of Research 📅 04/2026 - Present

Researcher Associate

Think Fan Engagement 📅 07/2025 - 04/2026

- Contributing to the Fan Engagement Index
- Designing and delivering research projects and workshops
- Generating new insights into fan engagement
- Identifying and analysing supporter behaviour trends
- Monitoring policy developments in football & sports governance

Consultant - 'AFC Sudbury For Our Community' Social Value Project

AFC Sudbury 📅 02/2024 - 04/2025

- Community impact assessment & Benchmarking
- Data analysis & SWOT
- Enhancing brand awareness, partnerships, and funding opportunities
- Research development & KPI design
- Stakeholder engagement
- Strategic recommendations & Report writing

Office Administrator

Società Elettrica Sopracenerina SA 📅 07/2016 - 06/2017

- Client-facing communication
- CRM
- Documentation & Administrative support
- Precision & Sensitive data management
- Time management & Compliance with procedures

EDUCATION AND TRAINING

Master of Arts in International Communication, Liaison and Advocacy

University of Westminster

📅 09/2024 - 09/2025

**Master of Science in Business Administration
with Major in Innovation Management**

University of Applied Sciences and Arts of Southern Switzerland

📅 09/2021 - 10/2023

**Bachelor of Science in Business Administration
with Major in Accounting & Controlling**

University of Applied Sciences and Arts of Southern Switzerland

📅 09/2017 - 09/2021

LANGUAGES

English
Full professional proficiency

Italian
Native

SKILLS

Accounting

Adaptability & Organisational Skills

Applied Research Business Planning

Data Management & Analysis

Digital & AI Literacy

Networking & Relationship

Office Administration Presentation Delivery

Project Management Willingness to Learn

PUBLICATIONS

Rugby League Fan Engagement Index

Think Fan Engagement

📅 2025

[🌐 https://fanengagement.net/new-rugby-league-fan-engagement-index-2026/](https://fanengagement.net/new-rugby-league-fan-engagement-index-2026/)

The stadium as a social gathering space for the local community.

Analysis of London's East End and the 2012 Olympics

Master dissertation

📅 09/2023

**Changing stadiums in the digital era:
A case study of football clubs in Greater London**

Bachelor dissertation

📅 09/2021 [🌐 https://tesi.supsi.ch/4055/](https://tesi.supsi.ch/4055/)

CERTIFICATION - FA NUMBER 67287236

Play Phase

The Football Association - February 2025

The Greater Game

The Football Association - February 2025

Safeguarding Children Course

The Football Association - April 2024

The FA Playmaker

The Football Association - July 2021

The FA Level 1 Introduction to Talent Identification

The Football Association - February 2021