

LORENZO BORGHETTI

EVENT MANAGER | INNOVATION IN MUSIC BUSINESS

www.lorenzoborghetti.com | [LinkedIn Profile](#)
contact@lorenzoborghetti.com | +393349392787
Lange Distelstraat, 1031XG, Amsterdam (NL)



An innovative and results-driven professional with 10+ years of experience in event management and extensive experience in business strategy for music business. Founder of Reload Events, I'm known for scouting emerging talent, and coordinating events. Proven ability to manage high-pressure situations, maintain strong industry relationships, and handle administrative tasks with precision. Now, after completing my Master's I am ready to embrace new challenges and continue my journey of impact within the music industry.

PROFESSIONAL EXPERIENCE

Reload Events Founder

**September 2014 - Present
Amsterdam (NL) & Florence (IT)**

- Founded and grew Reload Events from the very beginning.
- Successfully executed over 100+ events, ensuring seamless coordination and exceptional experiences.
- Scouted and collaborated with local and international music talents, keeping up with emerging trends and hidden gems in the scene.
- Built and maintained relationships with artists, agents, and venues, managing long-term partnerships for repeat bookings.
- Managed contracts, budgets, and logistical aspects, ensuring accurate records and contract compliance.
- Led a remote team of six, fostering collaboration and creative brainstorming for unique event concepts.

Unity Music Lab Business Development & Innovation

**October 2021 - October 2023
Pisa (IT) - Remotely**

- Designed promotional strategies for emerging artists using innovative blockchain solutions, increasing artist visibility.
- Collaborated with cross-functional teams to implement growth strategies for music-focused startups.
- Engaged in talent scouting activities, focusing on discovering artists for specific digital campaigns.
- Formed strategic partnerships, achieving 25% growth in user acquisition.
- Led go-to-market strategies, increasing product adoption by 20%.
- Analyzed market trends, developing strategies that grew new user acquisition by 25%.

The Social Hub Project Manager - Digital & Technology

**September 2023 - Present
Amsterdam (NL)**

- Launched "TSH" app, boosting user engagement by 35% through data-driven research.
- Led "Service Splitting" project, completing 2,559 hours and increasing revenue by 15%.
- Optimized inventory management and space-selling, reducing overbooking across 18 locations.
- Enhanced user satisfaction with monthly interviews and feedback analysis.
- Promoted cross-department collaboration with weekly meetings, improving communication and efficiency.

Freelance for Anywyse Audio Business Strategy Consultant

**September 2022 - July 2023
Amsterdam (NL)**

- Shifted Anywyse Audio from B2C to B2B, increasing profitability by 30%.
- Developed US market entry for Anywyse Audio, achieving 15% penetration.
- Enhanced product strategies with market research, aligning offerings with market needs.

LANGUAGES

Italian Native - **English** Professional (C1) - **Spanish** Intermediate (B1) - **Dutch** very beginner (A1)
I am committed to reaching fluency to better integrate into the Dutch business landscape

EDUCATION

MS Business Administration Business Strategy & Innovation

**September 2022 - September 2023
VU Amsterdam (NL)**

- Master's Business Administration, mainly focused on Business Strategy, Innovation & Organizational Growth
- **Relevant Courses** : Strategic Entrepreneurship and Organizational Renewal | Growth Strategies and Organizational Challenges | International Entrepreneurship

Minor in Business Administration Business Strategy & Innovation

**September 2021 - January 2023
VU Amsterdam (NL)**

- Minor in Business Administration, mainly focused on Business Strategy & Entrepreneurship
- **Relevant Courses** : Business Model Innovation | Business Model Assessment | Business Professionals

Bachelor in Engineering Electronic & Telecommunications Engineering

**September 2016 - July 2020
UNIFI Florence (IT)**

- Bachelor in Engineering mainly focused on Telecommunications
 - **Relevant Courses** : Fundamentals of Telecommunications Networks | Computer Programming | Signal Theory | Telecommunications Systems | Digital Systems
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SKILLS

Event Planning & Coordination | Talent Scouting & Relationship Management | Contract Management & Administrative Support | Budgeting & Resource Optimization | Team Leadership & Cross-functional Collaboration | Agile Problem Solving | Project Management Tools: Jira, Monday.com, Airtable | UX/UI Design & Digital Marketing Analytics | A/B Testing | Google Analytics | HubSpot Content Marketing

CERTIFICATIONS

Google Analytics | Google ADS Search | Hubspot Academy Content Marketing

KEY EXPERTISE & INTERESTS

- **Sustainability in Events**: Implementing sustainable practices and responsible solutions in event planning.
 - **Innovation & Technology**: Driving strategic innovation through technology integration, including AI and digital solutions.
 - **Relationship Management**: Building and managing strong relationships with artists, agents, and industry stakeholders.
 - **Creative Project Collaboration**: Leading creative projects with a focus on delivering unique and impactful experiences.
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NETWORKING & LOCAL INVOLVEMENT

Strong networking connections with top Italian clubbing & festivals managers. Active participant in Amsterdam's nightlife and industry conferences including ADE, where I foster connections with local professionals and entrepreneurs, gaining valuable insights into the music business environment.