



# NICHOLAS ROUX

TEAMSPORT ACCOUNT MANAGER

Dubai

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## SUMMARY

Currently a highly skilled Teamsport Account Manager with a strong background in business development and building beneficial relationships. He has a proven track record of successfully managing key partnerships and sponsorships between professional football clubs and PUMA GCC. I've demonstrated my ability to execute partnerships, oversee design and creation processes, and collaborate with print houses and factories to meet tight deadlines. Secured partnerships with sports facilities and sponsorships for athletes, contributing to revenue growth and net contribution for partner clubs. I would say I'm a strategic thinker who adapts global strategies to the local market, leveraging opportunities for growth and market penetration. My project management skills, effective communication, and ability to coordinate activities and resources make me a valuable asset. A well-equipped individual to drive business growth and achieve desired outcomes.

## WORK EXPERIENCE

### PUMA GCC

2022 - CURRENT

#### Teamsport Account Manager

- Accountable for managing key partnerships and sponsorships between professional football clubs and PUMA GCC, ensuring successful execution and alignment with the brand's global strategy.
- Successfully executed the partnership between Al-Hilal and Puma, overseeing the design and creation of all jerseys for the team.
- Efficiently collaborated with print houses and factories to apply over 2.5 million heat press sponsors to jerseys within a tight timeframe for the season launch.
- Worked closely with the marketing team to secure partnerships with sports facilities and sponsorships for athletes, including leading the partnership with ISD (Sports City), PadelPro, and Dubai Sports World.
- Developed and implemented long-term strategic plans, including pricing and profitability analysis, to drive revenue growth and net contribution for partner clubs.
- Maintained clear and effective communication with stakeholders, ensuring alignment and understanding of partnership objectives and deliverables.
- Consistently followed the brand's global strategy, adapting it to the local market and leveraging opportunities for growth and market penetration.
- Demonstrated strong project management skills, effectively coordinating activities and resources to meet deadlines and achieve desired outcomes.

### PUMA GCC

2021 - 2022

#### Key Account Manager

- Managed key and field accounts within the Middle East and Northern African territories, driving business growth and brand visibility.
- Successfully secured sponsorships and partnerships with professional clubs in the region, contributing to increased sales and market presence.
- Provided regular sales data and reports to monitor account performance and maintain strong rapport with clients.
- Worked closely with the Head of Sales to ensure the successful implementation of brand initiatives and regional goals.
- Fostered strong alignment with other functions, including marketing, merchandising, and sales operations, to optimize cross-functional collaboration and achieve business objectives.
- Effectively managed a portfolio of 30+ accounts across different reporting business units, ensuring their unique needs were met and driving overall growth.
- Ensured budgets and distribution strategies were in line with global and regional guidelines and key performance indicators (KPIs).
- Maintained clear and consistent communication with clients, understanding their business needs and providing tailored solutions to meet their requirements.

**TECOM FOOTBALL  
GROUP  
2012 - PRESENT**

**Football Team Facilitator and Co-Ordinator**

- Founded and expanded Tecom Football Group, growing the membership to over 250 members within 2 years, demonstrating effective leadership and organizational skills.
- Organized and managed pitches, equipment, and players, ensuring smooth operations and a positive experience for all participants.
- Delegated tasks and responsibilities to team admins, fostering clear communication and collaboration within the group.
- Developed connections and secured agreements with establishments around Dubai, resulting in reduced rental costs for facilities.
- Successfully managed and coordinated ongoing games and tournaments, ensuring a high level of organization and professionalism.
- Developed a deep understanding of each player's abilities and strengths, creating balanced teams and promoting fair competition.
- Encouraged integrity and sportsmanship within the Team, fostering a positive and inclusive environment for all participants.
- Maintained clear and consistent communication with all stakeholders, ensuring everyone was informed and engaged in group activities.

**EMIRATES AIRLINE  
2012 - 2021**

**Senior Air Steward**

- Cultivated strong and effective working relationships within a diverse cultural team of over 135 countries, fostering a collaborative and inclusive work environment.
- Demonstrated impeccable time management skills and adaptability to strenuous working hours, consistently maintaining a high level of performance and professionalism.
- Successfully managed intense security, emergency, and medical situations onboard, ensuring the safety and well-being of passengers and crew.
- Completed annual training programs to enhance skills and maintain competency in all aspects of the role.
- Delivered exceptional customer service, going above and beyond to exceed customer expectations and secure business revenue.
- Effectively managed heightened scenarios and conflict situations, utilizing strong conflict management skills to ensure the best possible outcomes.
- Maintained clear and concise communication with passengers and crew, avoiding industry-specific jargon and ensuring a personal and unique customer experience.
- Diligently proofread all official documentation and reports, ensuring accuracy and professionalism in all communications.

**DULCE CAFE  
2010-01 - 2012-12**

**Restaurant Assistant Manager**

- Successfully managed daily operations as the Assistant Manager of Dulce Cafe, ensuring smooth functioning of the restaurant and delivering exceptional customer service.
- Developed and implemented efficient shift schedules.
- Maintained accurate and detailed records of daily, weekly, and monthly costs, enabling effective budget management.
- Conducted regular stocktakes, minimizing inventory discrepancies and ensuring optimal stock levels to meet customer demand.
- Proactively gathered feedback from guests.
- Cultivated strong relationships with key suppliers, negotiating favorable terms and ensuring a consistent supply of high-quality ingredients.
- Consistently communicated with clarity and avoided industry-specific jargon, ensuring effective communication with both staff and customers.

**EDUCATION**

**NS ACADEMY UK  
2021 - PRESENT**

**Digital Marketing Diploma**

Diploma in Digital Marketing  
NS Academy UK

## NS ACADEMY UK

2020 - 2021

### Diploma in Advertising and Marketing

Diploma in Advertising and Marketing  
NS Academy UK

## NS ACADEMY UK

2018 - 2020

### Diploma in Restaurant service and Management

Diploma in Restaurant service and Management  
NS Academy UK

## IMM GRADUATE

### SCHOOL

2009 - 2011

### Diploma

IMM Marketing Management Diploma  
Varsity College

## THOMAS MORE

### COLLEGE

2003 - 2008

### Matric Exemption

Matric Exemption  
Thomas More College  
Higher Grade for all subjects

## SKILLS

### BUSINESS DEVELOPMENT



### SELF MOTIVATION



### BUILDING BENEFICIAL RELATIONSHIPS



### TEAM PLAYER AND QUICK LEARNER



### CONTRACT NEGOTIATION



### ACCOUNT MANAGEMENT



### LEADERSHIP



### FLEXABLE AND APPROACHABLE



### PEOPLE ORIENTED



### COMMUNICATION



## INTERESTS

- Football
- Padel
- Golf
- Surfing
- Fitness and Nutrition
- Premier League
- Tottenham