

Rodrigo Serratos Varela

September 24, 1984

(+34) 606 534 786

rodrigo.serratos@yahoo.com

Nationality: Spanish, eligible to work in the European Union



EDUCATION

- ✓ MD in Football Management & Methodology
LaLiga Business School | 2018 – 2019
- ✓ MBA in Sports Management
Real Madrid University | 2015-2016
- ✓ Business Administration
Universidad Anahuac México | 2006-2010
ITAM | 2003-2006

SPOKEN LANGUAGES

- ✓ Spanish: Native
- ✓ English: C2; Proficient (TOEFL: 593 pts)
- ✓ French: Elementary

PROFESSIONAL EXPERIENCE



Team President | Mexico City Capitanes, NBA G League | March 2021 – September 2023

Responsibilities: Launch of the first NBA Mexican team. Responsible of defining, executing and leading the overall strategy and budget of the institution. Supervise the day-by-day operations of both, business and basketball departments, managing a team of 47 persons during the season.

Achievements: Successful launching of the franchise in the market. Met the budget goals of 21-22 and 22/23 seasons. Achieved an all-time merchandising sales record in the League + recognition of two (out of four) end of the 22/23 season awards. Two years evaluation vs sum of the last five years: increased sponsors incomes by 211%; increased ticketing sales by 246%; increased merch sales by 78%; increased academy incomes by 1,109% and growth of 118% in social networks.



Brand operations manager | LaLiga (Spanish football league) | Sept 2016 - Oct 2021

Responsibilities: LaLiga's events and activations around the world. Product strategies, content creation, team management, event planning and budget administration (P&L), post event analysis, brand impact and scope. Branch openings, product launches, press conferences, public screenings, fan zones, brand experience events, former football players matches, etc.

Achievements: Production of different events and happenings within 17 different countries around Europe, America, Africa and Asia. Market penetration and brand positioning in key markets increasing LaLiga's brand value and notoriety.



Campus and clinics internship | Real Madrid C.F. | April 2016 - July 2016

Responsibilities: Online/offline partners campaigns follow up. Regulate partners regarding brand image and communication to fulfill the license requirements.



Managing Director | Mexican indoor football association | April 2012 - July 2015

Responsibilities: Track of all company departments (Mkt, sales, production, promotion, accounting and P&L). Professional football teams negotiations. Sponsorship and media (TV, radio y written press) deals.

Achievements: Production of three former football players leagues around Mexican country. National live TV and Radio broadcasting. Event management of two former Real Madrid players matches in Mexico. Growth YoY: Sales by 11%; TV rating by 131%; Average attendance by 33%; Social Networks by 1,300%.

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Sr. brand assistant | Hasbro Inc. | October 2011 - April 2012



Jr. Brand Assistant | Kraft Foods | March 2010 - March 2011



International Manager | Airmóvil | April 2008 - January 2010



Audit staff | Deloitte Touche Tohmatsu | July 2006 - August 2007



Sales | Actinver-Lloyd Stock Market House | August 2004 - May 2005

OTHER

PROFESSIONAL COURSES

- ✓ Innovation and Entrepreneurship
Stanford University | 2017
- ✓ Sports Sponsorship
Johan Cryuff Institute | 2016
- ✓ SAP 01
Kraft | 2011
- ✓ Advanced Microsoft Office course
ITAM | 2006

VOLUNTARY WORK

- ✓ Avanza ONG
Sponsors & Donations | 2016
- ✓ Sterling Partners
LATAM industry researcher | 2012-2013
- ✓ Alumnos 47 Foundation
Special projects | 2011-2012
- ✓ Mazahua Foundation
Sponsors & Donations | 2004

EXTRACURRICULAR ACTIVITIES

- ✓ Padel Tennis
- ✓ Yoga
- ✓ Watch sports
- ✓ Listen to music
- ✓ Cooking
- ✓ Play board games
- ✓ Travel

ABILITIES

- ✓ Result-oriented:
- ✓ Strategical thinking:
- ✓ Adaptability:
- ✓ Team management:
- ✓ Organization:
- ✓ Budget management:
- ✓ Problem solver mindset:

