



## Profile

Multilingual (French, Spanish, English), results-driven professional with a Master's in Management and an MBA in Sports Management. Proven ability to drive B2B revenue and manage international corporate relationships, developed through two years in International Marketing at Atlético Madrid and direct sales experience in the corporate events sector. Open to an Account Management, B2B sales, or Business Development role in Madrid.



## Contact

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Madrid, Spain

## Skills

- Lead Generation & B2B Sales
- Account Management & CRM
- Sponsorship Activation
- Market Prospection

## Languages

- French (native)
- Spanish (full proficiency)
- English (full proficiency)
- Dutch (limited proficiency)

# Guillaume Mertens

Multilingual B2B Account Manager,  
sales & business development

## Work experience

### Partnerships manager

**WORLD FOOTBALL SUMMIT (JUNE 25 - CURRENT)**

- Full-cycle B2B sales, prospecting and closing deals for corporate conferences within the football industry
- Built and maintained a global sales pipeline of high-value leads using CRM tools
- Partners account management

### Sports Industry Consultant

**FREELANCE (NOV. 24 - JUNE 25)**

- Guest lecturer at conferences and business schools
- Market research and prospective interviews

### Communication, Partnership & Marketing

**ATLÉTICO DE MADRID (DEC. 22 - SEPT. 24)**

- Supporting acquisition and retention of sponsors
- Management and execution of sponsorship activations

### Digital Marketing Intern

**RSC ANDERLECHT (JULY 21 - NOV. 21)**

- Monitoring sponsors' exposure on social media
- Merchandising inventory management

### Marketing Trainee

**ELEVEN SPORTS (NOW "DAZN") (FEB. 21 - MAY 21)**

- Quantitive churn analysis
- Insights extraction from industry reports

## Education

### MBA Graduate

**LA LIGA BUSINESS SCHOOL (SPAIN) (2022-2023)**

MBA in Sports & Entertainment Management

### Bachelor and Master Graduate

**UCLOUVAIN (BELGIUM) (2015-2021)**

Master's in Management & Bachelor's in Economics and Management