



Adrián García Ortiz

Business Development & Marketing

Professional with experience in Marketing and Business Development in international companies within the sports sector. I am disciplined, organised, proactive, with strong communication skills, sociable, and passionate about sport. I am looking for new challenges that will allow me to continue growing professionally.



02/02/1999



Barcelona, Spain



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LANGUAGES

SPANISH



ENGLISH



CATALAN



SKILLS

Office



Social Networks



Professional Experience



FC Barcelona, multi-sport entity
Business Development Manager EMEA
April 2022 – Current

- Benchmarking in order to detect companies with potential as new Partners for the Club within the defined category and territory.
- Commercialization of Partnership opportunities for FC Barcelona in men's and women's football, indoor sports and amateur sports:
 - Creation of sponsorship proposals and high added value commercial pitches
 - Customisation of commercial proposals, adapting the assets to the type of client.
- Internal coordination with the different departments of the Club involved in the preparation of the Sponsorship proposal (Sponsorship Activation, Business Intelligence, Digital Department, Professional Sports...)
- Contact and negotiation with international sponsorship brokerage agencies
- Ongoing follow-up and support for signed partners to ensure their satisfaction and implement any necessary adjustments or improvements.



hummel, sports equipment company
Marketing and Business Development Director
January 2021 – March 2022

- Responsible during the whole commercial process of each Club sponsored by hummel in the LFP and ACB:
 - Prospecting
 - Negotiation
 - Signing
 - Follow-up
- Partnership Activation
 - LFP: Real Betis Balompié, Málaga CF, UD Las Palmas SAD and CD Tenerife SAD
 - ACB: UCAM Murcia CB, Surne Bilbao Basket, Real Betis Baloncesto and Morabanc Andorra
- Elaboration and implementation of the marketing strategy for each season

- Monitoring of results according to established KPIs
- Monthly reporting to Board

Marketing Department Manager
September 2020 – January 2021

- Elaboration and implementation of the marketing strategy for each season
- Creation and management of an Ambassadors club with 50 professional handball players.
- Liaising with sponsored teams to coordinate campaigns and publications
- Monitoring of campaign results
- Preparation of monthly reports
- Budget distribution for the different areas of the department
- Coordination of team members

Social Media Manager
October 2019 – August 2020

- Social media strategy planning
- Establishing KPIs
- Monitoring of publications
- Monthly reporting
- Allocation of allocated budget
- Creation of social media content

Education



**BARÇA
INNOVATION HUB**

Certificate in Sports Marketing and Sponsorship

Barça Innovation Hub
 April 2022 – June 2022



UCAM
 UNIVERSIDAD
 CATÓLICA DE MURCIA

Master's Degree in Management and Administration of Sport Entities

UCAM Universidad Católica de Murcia
 September 2021 – June 2022

EAE Business School

University Degree in Business Administration and Management

– Bilingual Modality (Spanish and English)
 EAE Business School, affiliated to the UPC Catalunya
 September 2017 – June 2021



OXFORD
TEST OF ENGLISH

First Certificate

Oxford Test of English
 Expedición en 2022



balmes
innova

Community Manager Course

Balmes Innova
 Expedition in 2020