



# GERARD GÓMEZ

## ABOUT ME

Multilingual Spanish and UK settlement holder sports business professional with international experience across top football clubs, agencies, and tech platforms. Skilled in Football sporting strategy, partnership development, sales strategy, talent management and contract negotiations. With a strong background in both the commercial and sporting sides of the industry. Passionate about innovation, building meaningful relationships, and driving growth in dynamic, global environments.

## EDUCATION

### Bachelor of Business Management

University of Westminster, London  
2018 - 2021

### International MBA Sports Management

LaLiga Business School  
2023 - 2024

## SKILLS

Management Skills	<div></div>
Creativity	<div></div>
Digital Marketing	<div></div>
Negotiation	<div></div>
Critical Thinking	<div></div>
Leadership	<div></div>

## LANGUAGE

- English
- Spanish
- Catalan
- Portuguese
- Arabic



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## EXPERIENCE



### Director Football Club Relations

11/2025 -

Gemini Sports AI | London

- Directed international business development and commercial strategy for LaLiga club Granada CF. Built key relationships with sponsors, federations, and clubs abroad to expand global presence and revenue streams.



### Head of International Business

04/2024 - 09/2025

Granada CF | Granada - London

- Directed international business development and commercial strategy for LaLiga club Granada CF. Built key relationships with sponsors, federations, and clubs abroad to expand global presence and revenue streams.



### Senior Business Development Manager

03/2023 - 04/2024

TransferRoom | London

- Led B2B sales efforts across the EMEA region for the leading football transfer marketplace. Worked closely with club executives to introduce innovative digital solutions, drive product adoption, and close key deals.



### Athlete Partnerships Manager

03/2022 - Present

MVP's.com - Freelance

- Managed athlete partnerships and memorabilia deals across Europe, overseeing signings, product planning, and commercial strategy to drive sales and brand growth.



### Football Operations Manager

03/2022 - 03/2023

Eleven Talent Group | Barcelona

- Represented top-tier professional footballers in Spain and abroad. Oversaw contract negotiations, transfer deals, and off-field brand opportunities, while building strong networks across clubs and federations.



### Brand and Marketing Specialist

09/2019 - 03/2022

AC Talent Sports & Entertainment | London - Barcelona

- Developed and executed personal brand strategies for elite footballers, aligning them with lifestyle, fashion, and performance brands. Led marketing initiatives, secured sponsorships, and created digital content plans to elevate athlete visibility and commercial appeal.