

# JOSÉ MARÍA GOTOR

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+34651360920 | Madrid, Spain | [gotor.jm@gmail.com](mailto:gotor.jm@gmail.com)

<https://www.linkedin.com/in/jmgotor/>

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## PROFESSIONAL SUMMARY

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International partnerships and revenue leader with 15+ years of commercial experience, including 9 years in the global sports and entertainment industry at LALIGA. Proven ability to build commercial operations from the ground up and secure high-value partnerships with global brands and rights holders. Extensive experience owning P&Ls and driving international expansion through strategic dealmaking and market development.

## WORK EXPERIENCE

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### HEAD OF INTERNATIONAL DEVELOPMENT AT LLBS



LALIGA | Madrid, Spain | July 2021 – Current

- Created, developed and currently lead the International Department of LALIGA Business School (LLBS).
- Conceptualize, package, and sell world-class immersive and experiential solutions in partnership with governments and leading sports and entertainment organizations, driving international revenue growth.
- Lead complex international negotiations, commercializing premium experiential offerings and growing international revenue to 43% of total revenue within four years while consistently exceeding KPIs.
- Manage the full experiential sales cycle—from prospecting and pitching to negotiation, closing, and renewal—securing experiential partnerships with sports and entertainment properties, brands, and agencies.
- Build and grow long-term experiential partnerships that generate recurring revenue, ensuring seamless cross-functional execution and outstanding partner experiences.
- Own the full P&L of international projects, managing budgeting, forecasting, and financial performance to ensure targets are achieved.
- Monitor global sports and entertainment industry trends and introduce innovative commercial concepts to enhance project value and drive revenue growth.
- Serve as professor, thesis advisor, and evaluation committee member for multiple master's programs, including LALIGA's MBA in Sports and Entertainment Management, mentoring and evaluating future sports industry leaders.

## **DELEGATE TO THAILAND, MYANMAR, CAMBODIA AND LAOS**



LALIGA | Bangkok, Thailand | May 2017 – June 2021

- Built LALIGA's commercial operations from scratch across Thailand, Myanmar, Cambodia, and Laos, defining and executing a 360° market entry strategy to drive revenue growth, brand expansion, and long-term profitability.
- Identified, negotiated, and closed commercial partnerships with sponsors, brands, agencies, broadcasters, and sports organizations, creating new revenue streams across sponsorship, media, digital, and experiential assets.
- Originated and commercialized innovative digital and experiential products, including LALIGA's first virtual run in the region, licensing the concept to a regional agency and leading sponsor acquisition and monetization.
- Increased the value of LALIGA's TV rights—the primary revenue source—by 36% within three years through strategic commercial initiatives, while the main competitor declined by 44% in the same period.
- Developed and sold monetizable digital assets and branded content in collaboration with leading sports and entertainment influencers (8M+ followers), securing partnerships with local and global brands.
- Secured strategic alliances with key stakeholders—including leagues, federations, media groups, and commercial partners—to expand market presence and unlock new business opportunities.
- Grew LALIGA's regional digital audience by 550% in three years, significantly increasing the commercial value of digital platforms and enabling new sponsorship and monetization opportunities.

## **REVENUE MANAGER**



CAF | Madrid, Spain | September 2011 – April 2017

- Managed end-to-end financial coordination of individual and consortium R&D projects across Spain and the European Union, ensuring compliance with funding requirements and successful grant acquisition.
- Developed and implemented funding strategies to secure public financing, maximizing successful approvals and supporting the company's innovation and investment objectives.
- Led the full grant lifecycle—from application and documentation to approval and payment—ensuring efficient execution and timely fund collection.
- Collaborated cross-functionally with engineering, technical, and finance teams to align project objectives with funding criteria and optimize financial outcomes.

## **INTERNATIONAL TRADE CONSULTANT**

SPAIN-US CHAMBER OF COMMERCE & IFEMA | Miami, USA | January – December 2010



- Advised Spanish companies on their U.S. market entry strategy, supporting firms in renewable energy, biotechnology, sports, and optics sectors in identifying commercial opportunities and establishing local partnerships.
- Conducted market intelligence and competitive analysis to assess market conditions and develop effective go-to-market and expansion strategies.
- Facilitated business development by organizing high-level meetings for CEOs with potential partners, distributors, investors, and government officials, accelerating market access and deal opportunities.
- Promoted IFEMA internationally, attracting exhibitors, buyers, and strategic partners to its trade shows and supporting international commercial expansion.
- Supported institutional collaboration initiatives between Spain and the United States, contributing to the attraction of foreign investment and the international positioning of Spanish companies and Madrid as a business destination.

## **EXECUTIVE ASSISTANT TO THE CEO**

ROLAND KLEPZIEG LIMITED | London, UK | February - April 2009



Supported financial reporting, accounting, and budgeting activities, assisting the CEO in day-to-day financial and operational management within a chartered accounting firm.

## **EVENT MANAGER**



EVEQUE LEISURE EQUIPMENT LIMITED | Northwich, UK | October - December 2008

Supported the planning and execution of international sports events, coordinating with clients, suppliers, and partners to ensure successful delivery. Contributed to client relationship management and operational strategy, enhancing event quality and partner satisfaction.

## **FINANCIAL CONTROLLER**



3M | Madrid, Spain | July - September 2008

Assessed commercial and credit risk of prospective clients, supported sales coordination, and monitored the full payment lifecycle to ensure financial compliance and risk mitigation.

## **EDUCATION**

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### **LALIGA GLOBAL NETWORK PROGRAM**



LALIGA | Madrid, Spain | 2017

## **FOREIGN TRADE EXECUTIVE PROGRAM**

Chamber of Commerce of Madrid & IFEMA | 2009



## **M.A. IN BUSINESS ADMINISTRATION & MANAGEMENT**

Universidad Autónoma de Madrid | Madrid, Spain | 2008



## **M.A. IN LAW**

Universidad Autónoma de Madrid | Madrid, Spain | 2008



## **ADDITIONAL INFORMATION**

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**LANGUAGES:** Spanish (native), English (fluent; professional experience in the UK, USA, and Thailand), French (intermediate).

**TECHNICAL SKILLS:** Microsoft Office Suite.

**VOLUNTEERING:** Oxfam volunteer, Universidad Autónoma de Madrid and London.

**INTERESTS:** Musician; trained in classical guitar (5 years, music school) and proficient in electric guitar, banjo, and ukulele.