

# FEDERICO LOPEZ

**COMMERCIAL - MARKETING - COMMUNICATION  
BUSINESS MANAGEMENT- B2B - SPORTS  
MARKETING - PARTNERSHIPS**

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Dynamic global sales, business development and marketing Professional with over 18 years of experience in driving revenue growth through strategic partnerships, brand management, and sports marketing. Proven track record in launching successful marketing campaigns, building distributor networks, and securing high-profile sponsorships. Expertise in leveraging international market knowledge to expand brand presence and maximize commercial opportunities.

## WORK EXPERIENCE

### Halcones Rojos Veracruz ( Professional Basketball Team) 2022-Current

#### **Commercial, Sponsorships and Partnerships Director**

- Increased the number of sponsors from 5 to 25 within the first year.
- Created and launched a new commercial area, including a team store and food truck zone, enhancing revenue streams.
- Coordinate my commercial, operational, and marketing teams to achieve the same goal.
- Developed and implemented a successful strategy for ticket and season ticket sales for the 2024 season.
- Provide service and brand management for these external relationships
- Creating sustainability projects for the planet and supporting ecology and the Green Planet.

### Adidas Padel México 2021-Current

#### **Sports Marketing, Sponsorships and Partnerships Director**

- Developed and executed integrated brand, community, and product strategies, boosting sales and brand visibility.
- Established key partnerships and sponsorships, including creating the ADIDAS Padel Tour.
- Managed multi-channel marketing efforts, including CRM, digital media, social media, and PR.

### TCS (TATA Consultancy Services ) 2023- 2024

#### **PBA ( Partner Business Consultant) MKT (Consultant for LATAM)**

- Responsible for the key account management of Canada and USA Partners.
- Increase market share positioning new technologies solutions, developing business in new areas inside the accounts for new and existing customers.

## **Representaciones LOGON S.A. 2001- 2021**

### **Commercial and Marketing Director**

- Collect, consolidate, and analyze sales data from various sources to identify trends, patterns, and opportunities for improvement.

## **Tiburones Rojos de Veracruz**

### **Professional Soccer Player 1996-1999**

### **Marketing and Commercial Manager 2002-2009**

## **EDUCATION**

- Fordham University, USA - Business Advanced Studies, 2022
- UAI, Chile - Advanced Studies Business, 2019
- Universidad DEUSTO, Spain - Business Diploma, 2023
- Wisconsin University, USA - Business Management Diploma, 2017-2018
- Barca Innovation HUB, Spain - Sport Marketing and Sponsorships, 2023
- UCC, Mexico - International Business Master Degree 2000-2001
- UCC, Mexico - Business Administration Bachelor Degree, 1994-1999

## **ADDITIONAL INFORMATION**

### **Languages:**

- Spanish - Native
- English - Fluent
- Italian - Basic
- Portuguese - Basic

### **Licenses and Certificates**

- Arizona State University - A Sustainable Earth, 2024
- ADIDAS - Forming and Fostering Gender-Inclusive Organizations, 2024
- ADIDAS - Becoming a Gender-Equitable Leader in Sports 2024
- LinkedIn - Get Ready for Generative AI, 2023
- TCS - IQMS for PLS Training 2023
- NASBA - Event planning foundationsEvent planning foundations 2024
- Project Management Institute - Sport Event planning foundations 2023

**Brand Identity | Event Marketing | Group Sales | Marketing & Advertising  
Sports | General Administration | Sport Marketing | Strategy | Sports |  
Communication | Public Relations | Sponsorship | Microsoft Office  
Triathlete Ironman (10) | Running (Marathons) (7) Padel Tennis | Professional  
Soccer Coach**