
Luis Augusto ARREGUI JURADO

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Work Authorization: European Union

EDUCATION

2020 - 2021	UNIVERSIDAD EUROPEA – ESCUELA REAL MADRID Master of Business Administration in Sports Management (MBA Program)	MADRID, SPAIN
2013 – 2017	UNIVERSIDAD DE NAVARRA – SCHOOL OF ECONOMICS International Degree in Management	PAMPLONA, SPAIN

EXPERIENCE

Jan 2022 - Present	CA OSASUNA	PAMPLONA, SPAIN
	CA Osasuna is a historic Spanish football club competing in LaLiga. It is a member-owned club with a budget of €80 million and a workforce of over 150 employees.	
Jan 2024 - Present	Marketing & Commercial Director	
	<ul style="list-style-type: none">Successfully managed a €9M portfolio of over 300 corporate partners, ensuring high renewal rates and long-term collaborations.Designed and launched an exclusive and innovative business app for club partners, facilitating communication, networking, and event participation.Coordinating VIP events for over 1,000 attendees and implemented strategic hospitality and corporate seating plans, significantly increasing premium ticketing sales by 5% annually.Fostered relationships with major brands and elite clubs, leading to successful cross-market activations.Leading a team of over 10 professionals and collaborating cross-functionally in defining strategic objectives alongside General Management and Board of Directors.	
May 2022 – Jan 2024	Head of Partnerships & International Business Development	
	<ul style="list-style-type: none">Increasing sponsorship revenue by more than 25% through the negotiation of new international and national agreements.Strengthened the club's presence in several international markets, through the implementation of new and innovative engagement strategies and sports projects.Pioneer in promoting the club's commercial brand internationally through presentations at specialized conferences.	
Jan 2022- May 2022	Head of Marketing	
	<ul style="list-style-type: none">Redefining all sales and sponsorship activation processes, implementing an agency-style workflow.Developing market analysis for strategic markets and industries to drive market penetration and attract sponsorships.Redefining reporting processes to companies by increasing frequency and incorporating new metrics for analyzing ROI. Training and earning the trust of an entire seasoned professional team to transform their working style.	
Mar 2021 – Jan 2022	REAL MADRID CF	MADRID, SPAIN
	Founded in 1902, Real Madrid is the most decorated team in the history of Spain, Europe, and the world. With the largest fanbase in the football world, is known for its rich history, prestigious achievements, and iconic players. Real Madrid competes in La Liga, the top tier of Spanish football.	
	Partnerships Sales Executive	
	<ul style="list-style-type: none">Simplified and standardized a new sales tracking model that improved data integration into the CRM and helped increase the response rate.Being involved in defining the market launch of the automotive partner and developing customized packages for the specific opportunity.	
Feb 2018 – Feb 2021	KPMG SPAIN	MADRID, SPAIN
	KPMG Spain provides audit, tax, legal and advisory services in mergers and acquisitions, restructuring, risk and business consulting with extensive sector knowledge and a multidisciplinary approach; +500 M€ in revenue; +4.000 employees	
	Senior Audit Finance	
	<ul style="list-style-type: none">Overseeing the preparation and execution of audits for financial statements, ensuring compliance with regulations, and providing detailed reports on financial performance and internal controls.Assessing and managing financial risks by evaluating the company's adherence to accounting principles, legal requirements, and internal policies.	

LANGUAGES

Spanish (Mother Tongue)	English (Fluent/Proficiency)	French (Basic)
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GENERAL INFORMATION

- Associate Professor of Sports Marketing and Market Research at Universidad de Navarra, Faculty of Economics & Business Administration. Teaching collaborator and thesis (TFG) tutor.
- Associate Professor at Universidad Europea, Escuela Real Madrid.
- Volunteer work in ONCE and Fundación Osasuna. Ski guide for visual disable people.
- Excellent communication and team leadership skills. Empathetic and highly motivated to excel in any situation.
- Hobbies: Passionate about music, wellness and fitness, ski and martial arts.