

Hello, I'm JUAN CASCIO.

Experienced Head Of Sponsorships and International Business Development with a demonstrated history of working in the sports industry. Skilled in International affairs and Soccer/Football Academies. Strong sales professional

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 Buenos Aires, Argentina

EDUCATION



Masters Degree in Sports Business.

New York University – New York, NY (2015-2017).

Bachelor Degree in Business Administration & Information Systems

ITBA – Buenos Aires, Argentina (2007-2011).

Diploma – Management of Sport Entities

ITBA – Buenos Aires, Argentina (2020).

LANGUAGES



SPANISH

Native

ENGLISH

Full Professional Proficiency

WORK EXPERIENCE



LIBRODEPASES, Buenos Aires, Argentina
Head of Sales and Marketing

Oct 2023 - Present

- Develop and execute the Sales Strategy
- Lead the sales and marketing teams
- Creation of a Customer Success team
- Establish goals and reporting based on the markets and clients

LIONS SPORTS & MEDIA, Buenos Aires, Argentina
New Business Development Manager

May 2023 - Sept 2023

- Plan and organize friendlies on FIFA windows- National Teams
- Work together with match and venue authorities to provide to customers
- Sell and plan the game rights and tour partnerships. Commercial rights delivery.
- Secure training facilities and hotel stay.

Club Atlético River Plate, Buenos Aires, Argentina
Head of Partnerships and International Business Development

Jan 2018 - May 2023
Dec 2020 - May 2023

- Design the strategy to maximize incomes from partners and grow internationally.
- Manage the relation with partners to cross-sell and up-sell other assets.
- Responsible of selling the pitch assets on game-days (UTV-LEDs, 3D carpets and banners positioned next to the pitch and in the stadium).
- Deals closed for +\$150M.

Head of International Development

Jan 2018 - Nov 2020

- Design and follow-up the international growth strategy.
- Develop the Soccer Academies business unit.
- Create Marketing and Brand Awareness Campaigns.
- Build the International fanbase and create a fan membership for international followers.

Barça Academy NY, New York, United States
Project Manager

2017 - 2018

- In charge of administration and communications.
- Key role on the opening of the new Academy fully owned by FC Barcelona in New York.
- Administration of player's databases and relationship with parents and leagues.
- Plan and organize tryouts, games, tournaments and trips.
- Help in the selection of players based on coaches rankings and designation of scholarships.

Banco Galicia, Buenos Aires, Argentina

July 2012 - June 2015

Product Senior Analyst

Nov 2014 – Jun 2015

Product Semi Senior Analyst

Nov 2013 – Oct 2014

Non-financial Services Official - Commercial

Jul 2012 – Oct 2013