



## CONTACT

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## PROFILE

Currently, I am completing a Master's in Sport Business and Leadership at Loughborough University, following a Bachelor's degree in Business Management from the University of Essex and the International Baccalaureate (IB) from Carlucci American International School of Lisbon (CAISL). My academic journey has equipped me with a comprehensive understanding of Sport Business, marketing, finance, innovation, and leadership. I have had the opportunity to apply these concepts in collaborative projects and training activities with esteemed organisations such as Sports Interactive, Chelsea FC, West Ham United, FNATIC, DAZN, Formula E, Premiership Rugby, and Lord's Cricket Ground.

My role at PlusLife Health, a wellness technology startup, enabled me to gain substantial experience with global organisations including FIFA, Nike, and F45. As Partnerships Manager, I was responsible for expanding the company's reach through event promotions, influencer collaborations, and signing new affiliates. This role enhanced my ability to foster strategic partnerships and navigate the intricacies of working with diverse global markets, including hubs such as the United Arab Emirates.

Working in an international organisation with a globally distributed workforce has broadened my perspective both in business and with making connections around the world.

My education at an international school provided me with early exposure to a variety of cultures and backgrounds, allowing me to see the world holistically and develop a deep appreciation for international business dynamics. This diverse environment has equipped me with the cultural sensitivity and adaptability necessary to thrive in a global business setting.

Additionally, founding my startup, Academy, this year, has honed my critical and independent thinking skills. It has also driven me to tackle complex problems and deepen my appreciation for striving for innovation within organisations.

## LANGUAGES

- English (Fluent)
- Portuguese (Native)
- Spanish (Basics)

# FRANCISCO CAMPOS

## WORK EXPERIENCE

- Academy** JUNE 2024 - PRESENT  
**Founder and CEO**  
Academy is a production center specializing in Football Academies
  - Development of the business and launch strategy
  - Ranking an index of academies in Portugal - Launch September 2024
  - Ranking an index of academies in top 10 European Leagues - Launch October to December 2024
  - Ranking an index of academies in Europe - Launch December 2024
- PlusLife Health** JUNE 2022 - PRESENT  
**Partnerships Manager (Athletes & Affiliates)**  
PlusLife Health is a leading wellness and recovery brand in Australia that serves homes and business with premium products such as ice baths and saunas.  
Key responsibilities:
  - Maintain relationships between existing partners for ice bath product collaborations (professional athletes, fitness influencers, celebrities)
  - Onboarding new affiliates into affiliate marketing program (sports blogs, social media and fitness influencers, professional athletes)
  - Creating and executing outreach campaigns for signing new brand collaborators
  - Negotiating collaborative partnerships
  - Assisting CEO with pitch deck creation for new collaborations such as Women's FIFA World Cup 2023 for Nike Athlete Village and F45 dedicated Ice Bath partner in APAC region and EU region
  - Monitor and track KPI of partners
  - Assist with preparing paid marketing performance reports to determine marketing efficiency and campaign profitability.

## EDUCATION

- Loughborough University London** Oct 2023 - Present  
MSc (Masters) Sport Business and Leadership
  - Some key modules: Digital Technologies and Applications, Diversity and Inclusion, Leadership and Applications, Sponsorship, Sustainability, and a Collaborative Project.
- University of Essex** Oct 2020 - July 2023  
BSc (Hons) Business Management
  - Some key modules: Accounting, Management and Marketing, Leadership in Organizations, Innovation and Sustainability, Strategic Human Resource Management, Quantitative Methods and Finance
- Carlucci American International School of Lisbon** Sept 2007 - May 2020  
International Baccalaureate Diploma (IB)
  - Business Management Higher Level, Computer Science Higher Level, Biology Higher Level, English Literature Standard Level, Portuguese Language and Literature Standard Level, Math Standard Level.

## SKILLS

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- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

## CERTIFICATES

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- **The Football Association (FA)** - The FA Talent Identification Level 1: An Introduction to Scouting.  
2023
- **Professional Football Scouts Association (PFSA)** - Introduction Into Football Scouting.  
2024
- **The Open University** - The business of football.

## INTERESTS

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- **Football** – In Portugal, I played for three different teams (AD Torre, Sintrense, and Cascais) having been captain in all of the three. Whilst at CAISL, I played in different teams of different ages, in various different tournaments local and international (Iberian and European), was captain or vice-captain in all the teams. Played for University of Essex. Currently playing for Hackney Wick FC.
  - **Volleyball** – Played in the CAISL team, where I was captain in various international and local tournaments.
  - **Track and Field** – Represented CAISL in various competitions.
- I practice physical activity daily.

## VOLUNTARY

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- **Banco Alimentar** – Annually collect spare food for people in need.
- **Visit elderly homes** – Every month I would visit an elderly home and do activities with them.
- **Football coach** - Was an assistant coach at my school for the younger children, helped organize practices as well as run them.

## MAIN PROJECTS AND WORKSHOPS

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- **Loughborough University**
  - Currently writing a dissertation on football academies in Portugal, through the creation of a ranking.
  - Collaborative Project with Sports Interactive, on the development of Football Manager on the evolution and trends of women's football.
  - Workshop with Chelsea, in the area of academy football.
  - Workshop with West Ham, in the area of marketing, social media, and women's football.
  - Workshop with FNATIC, in the area of esports marketing.
  - Workshop with DAZN, in the area of women's football TV rights.
  - Assignment and workshop with Formula E, in defining potential sponsors.
  - Assignment and workshop with Premiership Rugby, in defining potential title partners and creation of possible activation for sponsors.
  - Assignment and workshop with Lords Cricket Ground, in the area of sustainability.
- **University of Essex**
  - Dissertation on "Exploring Sustainable Entrepreneurship as a Development Path for Small Companies in Low GDP Regions".
- **Carlucci American International School of Lisbon**
  - Extending Essay on "e-commerce da Nike".
  - Development of a project of a tech start-up "Eyevo – a simulator to enhance performance in sports".
    - In the sequence of this project, I was one of the founders of the Association for the Development of Training Methodologies and presented it to the local council to implement a business and social project for the youth in my region. The project is under evaluation.

## AWARDS

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- **2022-2023** – Champion and promotion in British Universities & Colleges Sport (BUCS), football and futsal, University of Essex
- **2020-2021** – Dean's List, University of Essex.
- **2016-2020** – Athlete of the "2020 graduating class", CAISL
- **2019-2020** – Athlete of the Year, CAISL; Champion and All Star Team of Iberian Varsity Football; Vice-champion and All-star Team of European Sports Conference Volleyball, CAISL; Vice-Champion of Varsity Local Volleyball Tournament, CAISL.
- **2018-2019** – Student of the Year, English Literature award, CAISL; Champion and All-star Team European Sports Conference, Football, CAISL; Champion Varsity Football Portugal, Football, CAISL; Vice-Champion Iberian Varsity Football, Football, CAISL; Vice-Champion IBER Cup – Sub 18, Football, Cascais; Champion Varsity boys 400 meters e 4x400 meters, Track and Field, CAISL, Champion Varsity Local Volleyball tournament, Volleyball, CAISL.
- **2017-2018** – Champion Iberian Football Tournament, All Star Team, Football, CAISL, Champion Varsity Local Volleyball Tournament, Volleyball, CAISL.
- **2016-2017** – Vice-Champion D3 Volleyball tournament, Volleyball, CAISL.
- **2015-2016** – Champion D3 Male 4x400 Metros e 400 Metros, Track and Field, CAISL.
- **2014-2015** – Vice-Champion, D4, Football, CAISL.
- **2013/2014** – Champion D4 Boys 4x400 Meters, Track and Field, CAISL.

## REFERENCE

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Available on request