

Joan Carrera López

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EXPERIENCE

2023-Present	AC MILAN Leading Italian football club and 2021/22 Serie A Champion <i>Head of Partnership Sales – Special Projects</i> <ul style="list-style-type: none">▪ Project managing the first phases of AC Milan's new stadium, with a focus on maximising revenue▪ Leading the new stadium commercial and partnership sales strategy▪ Selling traditional partnership assets to new and existing partners	MILAN, ITALY
2021-2023	AC MILAN Leading Italian football club and 2021/22 Serie A Champion <i>Head of Retail & Licensing</i> <ul style="list-style-type: none">▪ Leading a team of nine, responsible for strategy and business development on both retail and licensing verticals▪ Developed the club's licensing go-to-market sales strategy and execution, delivering multimillion partnerships▪ Executed disruptive collaborations with brands such as The Rolling Stones, Off-White and player Theo Hernandez▪ Delivered 60%+ uplift on both licensing and retail revenue, tapping into innovative merchandising categories▪ Opened 3 new AC Milan stores in Milan and multiple pop-ups in international markets	MILAN, ITALY
2018-2021	FORMULA 1 Leading racing championship with a global audience and presence <i>Senior Manager, CPG Licensing & Retail</i> <ul style="list-style-type: none">▪ Created and led licensing and retail business unit, developing and executing a 3-year plan which doubled the business▪ Negotiated rights with F1 teams, delivering the first licensing agreement that included all F1 teams and drivers▪ Disrupted global trackside retail, bringing a new elevated experience to the fans▪ Built key brand partnerships through fashion and streetwear collaborations, including Puma, BAPE and ASSC	LONDON, UK
2017-2018	WWE Global sports and entertainment rights holder <i>CPG Licensing & Retail Director – Europe</i> <ul style="list-style-type: none">▪ Developed and supported the double-digit growth of WWE's consumer products business across Europe▪ Managed end-to-end relationships with key global licensees and licensing agents▪ Regularly pitched and presented to mass, specialty, department store, and entertainment retail buyers	LONDON, UK
2015-2017	IMG Global agency, leader in sports, media and entertainment <i>Senior Licensing Manager</i> <ul style="list-style-type: none">▪ Defined and executed licensing strategies, focusing on revenue growth and brand enhancement▪ Responsible of end-to-end client management of Collegiate Licensing Company, Playboy and Hearst accounts▪ Developed new commercial opportunities for key clients including Aston Martin, Ducati and 007 amongst other	LONDON, UK
2014-2015	BEANSTALK Global licensing agency, part of Omnicom Group <i>Manager, Brand Development</i> <ul style="list-style-type: none">▪ Developed and executed strategic licensing plans and expanded revenues for Jack Daniel's and Stanley Black&Decker▪ Researched category opportunities, developing and pitching to prospects and negotiating deal terms▪ Worked closely with licensees on product development, approvals and retail pitches	LONDON, UK
2008-2014	SQUARE ENIX Leading videogames developer and publisher <i>Merchandising Manager EMEA</i> <ul style="list-style-type: none">▪ Established and expanded the Square Enix Products brand and B2C business▪ Exceeded revenue expectations every year with a +20% CAGR▪ Opened new B2B distribution channels across EMEA	LONDON, UK

EDUCATION

2020	LONDON SCHOOL OF ECONOMICS MBA Essentials Course	LONDON, UK
2001-2006	POLYTECHNIC UNIVERSITY OF VALENCIA M.Sc (Hons) in Computer Science Engineering specialised in Computer Graphics	VALENCIA, SPAIN

LANGUAGES

Spanish: Mother Tongue

English: Excellent

Italian: Excellent

French: Excellent

GENERAL INFORMATION

Courses and awards:

- Lecturer at the *Master in Football Business* in partnership with FC Barcelona (Johan Cruyff Institute) and *The Sports MBA* (ITI) in 2023
- Nominee to [License Global's 'The Influentials' shortlist](#) in 'The Collaborator' category in 2022
- Participated at *Trademarks in Sport: From Business to Law* Course during the Union Internationale des Avocats Congress in 2015

Hobbies:

- Sports enthusiast: football, tennis and running, having done a few marathons and triathlons