



# DAVID PREISS

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Madrid, Spain

7+

YEARS OF  
WORK EXPERIENCE  
IN MARKETING

2

NATIONALITIES:  
AUSTRIAN &  
ECUADORIAN

1

LOVE FOR  
SPORTS



## LANGUAGES

SPANISH

NATIVE

ENGLISH

C1

GERMAN

C1

PORTUGUESE

B2

ITALIAN

A2



## OTHER SKILLS

MS-OFFICE

SOCIAL MEDIA

TEAM MANAGEMENT



## INTERNATIONAL EXPERIENCES

AUSTRIA | BRAZIL | ECUADOR | ITALY  
GERMANY | SPAIN | SWITZERLAND



## PROFESSIONAL EXPERIENCE



**FIFA** 08.2022 – Current  
**FIFA**  
Zurich, Switzerland

### MARKETING PARTNERSHIP MANAGER

- Manage day-to-day relationship with FIFA Commercial Partners (e.g. Visa, BMO, Nubank)
- Establish and maintain relationships with key Commercial Partners and internal FIFA stakeholders
- Develop understanding of specific Commercial Affiliates' product categories, including competitors
- Acquire knowledge of FIFA Commercial Affiliates rights and commitments in order to identify relevant and meaningful marketing opportunities
- FIFA Competitions: FIFA Women's World Cup Australia & New Zealand 2023, FIFA World Cup Qatar 2022

**BURNS** 09.2021 – 08.2022  
**BURNS SL**  
Madrid, Spain

### DIRECTOR | SPORTS BUSINESS UNIT

- Manage multiple simultaneous projects and campaigns, including new business processes, with a holistic vision (e.g. DAZN and LaLiga)

**BURNS** 09.2019 – 08.2021  
**BURNS SL**  
Madrid, Spain



### GLOBAL ACCOUNT DIRECTOR – OLYMPICS (IOC)

- Responsible for the management of this international account
- Lead the team (20 individuals), distribution of tasks and coordination with all related departments
- Supervise creative and communication campaigns, from the initial brief and its execution, to the final results report
- Olympic Games: Beijing 2022 Winter Olympic Games, Tokyo 2020 Summer Olympic Games, Lausanne 2020 Youth Olympic Games



09.2018 – 09.2019  
**ADIDAS AG**  
Madrid, Spain

### SPECIALIST | SPORTS MARKETING – REAL MADRID

- Market research and analysis in the field of sports business
- Plan and execute various campaigns across all channels (Digital, Social, Retail, PR & Event)
- Manage the content communication to consumers via Real Madrid, adidas and players platforms
- Support on planning and executing main adidas and Real Madrid shootings, M&G and other individual player activations



09.2017 – 08.2018  
**ADIDAS AG**  
Herzo, Germany

### COORDINATOR | MARKETING – CONSUMER EXPERIENCE

- Conduct and finalize the Master thesis: How do innovative football retail experiences influence consumer behaviour
- Support the team with key account projects and execute them within a discussed frame (e.g. JD Sports, Kamo and Footlocker)

**MERCK** 08.2009 – 07.2011  
**MERCK Group**  
Quito, Ecuador

### APPRENTICE | ECONOMICS AND BUSINESS ADM.

- Support, execute and evaluate different projects in the main departments of the company (e.g. Marketing, Sales, Human Resources, Supply Chain and Controlling)

## EDUCATION



03.2016 – 09.2018  
**TH NÜRNBERG - OHM**  
Nuremberg, Germany

### MASTER (M.A.) | INTERNATIONAL MARKETING

- Major in Strategic and Product Marketing, Brand and Communication Management | Final average grade: 9/10

06.2015 – 01.2016  
**UFSC**  
Santa Catarina, Brazil

### SEMESTER ABROAD

- International Marketing

10.2011 – 03.2015  
**THI - BUSINESS SCHOOL**  
Ingolstadt, Germany

### BACHELOR (B.A.) | BUSINESS ADMINISTRATION

- Major in Marketing, International Management
- Final average grade: 9/10 | Thesis grade: 10/10

09.2013 – 02.2014  
**POLITECNICO DI MILANO**  
Milan, Italy

### SEMESTER ABROAD

- International Business

09.2009 – 07.2011  
**DIHK**  
Quito, Ecuador

### APPRENTICESHIP | ECONOMICS AND BUSINESS ADM.

- Major in Marketing and Sales
- Final average grade: 9.8/10

## PERSONAL INTERESTS



01.2017 – 08.2018  
**ATLÉTICO ERLANGEN e.V.**

### FOUNDER MEMBER OF THE FOOTBALL CLUB

- Active football player and recruitment of new players
- Organization of the Football Club and promotion of activities

2013 – 2015  
**THI - BUSINESS SCHOOL**

### BUDDY FOR EXCHANGE STUDENTS

- Support international students to settle in Germany and to integrate into University life

2013  
**BAVARIAN STATE  
MINISTRY FOR EDUCATION**

### BAYBIDS SCHOLARSHIP – NEWSPAPER REPORT

- Initiative to promote cooperation between students of international German schools with Bavarian Universities