



Salam Saad

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ABOUT ME

MBA in Sports Management and seasoned professional with over 15 years of experience in sponsorships, public relations, strategic partnerships, and brand management. Proven track record in developing and executing large-scale marketing and communication strategies, managing high-profile sponsorship deals, and leading PR campaigns that maximize brand exposure. Extensive experience working with global brands, government entities, and media, particularly in the MENA and European markets. Strong leadership skills with the ability to drive engagement, negotiate contracts, and oversee integrated campaigns that elevate brand presence and commercial success.

WORK EXPERIENCE

01/10/2022 – CURRENT Doha, Qatar

Managing Director AIM SPORTS INTERNATIONAL

I have identified and managed numerous international sports business opportunities, including organizing Padel events, Football Legends matches and activations, and securing commercial deals for celebrity athletes. Examples include:

- **Collaborating with Ronaldinho, Kaka, and Roberto Carlos for Riyadh Season.**
- **Arranging an exhibition match featuring Kaka & Rivaldo in Kuwait.**
- **Brokering the rights for the Real Madrid vs. FC Barcelona Legends match in Doha.**

These events required close collaboration with government and semi-government entities in both Qatar and Kuwait to enhance promotion efforts and drive significant footfall.

I created partnerships with Padel in Qatar to manage several of their Padel tournaments, securing sponsorships from brands like Genesis and Snoonu. I was responsible for the full implementation of these sponsorships, ensuring effective branding, content creation, and maximizing visibility throughout the events.

Additionally, I have negotiated and managed sponsorship deals for GCC football clubs, such as:

- **Alarabi SC x Snoonu**
- **Qatar SC x Estithmar Holding**
- **Al Fardan Automobiles x Qatar Tennis**

My role encompassed overseeing the complete execution of these partnerships, including PR, branding, and communications, as well as managing photography/videography and influencer-driven marketing campaigns for top brands. Some key collaborations include:

- **New Balance x Al Sadd**
- **Red Bull x Al Moez**
- **ZAT outfits x Al Zamalek & Al Jazira SC**

Beyond sponsorships, I facilitated high-profile football talent transfers within the GCC, such as Javier Pastore's move to Qatar Sports Club.

I also provided financial advisory and wealth management services to elite athletes like Eduardo Camavinga and Lucas Vazquez, collaborating with renowned institutions such as **Rothschild Bank**, **GALEON INVEST** in Switzerland and **DAMAC** for real estate investments in Doha and Dubai.

In the field of sports education and youth development, I successfully organized football clinics and educational programs in Europe, working closely with **Real Madrid CF** and **FC Barcelona** to provide young players with high-level training experiences.

My expertise in the sports business industry extends to public speaking, as I was invited as a guest speaker at International Business Week in Qatar and

selected to lecture postgraduate students at the Real Madrid Graduate School – Universidad Europea on emerging trends in football agency and sports management.

Throughout these projects, my role has required **extensive international travel**, engaging in high-level negotiations, delivering strategic presentations, and leading contract discussions to secure and implement successful partnerships across global markets.

01/10/2020 – 15/12/2021 Madrid, Spain

Head of Global Partnerships Arowana Sports Management

I attended high-level meetings and successfully closed deals worth millions of Euros with prominent global clients such as Binance x FC Porto , KOK x Real Madrid CF.

I oversee the full implementation of these deals, ensuring branding is integrated across all touchpoints such as stadiums, websites, match day shirts, tickets, and video content with the players.

Additionally, I focused on identifying and securing new partnership opportunities in the sports sector, including creating the partnership between Luka Modric and Croatian bank PBZ, creating his personal Visa Card, which strengthened his personal brand through collaboration with a prestigious financial institution.

This role involves extensive negotiations, frequent international travel, and delivering strategic presentations to finalize major partnerships. I managed a team that coordinates all aspects of PR, social media, and marketing, ensuring we stay up-to-date with the latest trends and tools to maximize the visibility and success of our partnerships.

When managing the interests of the athletes like Luka Modric, Lucas Vazquez and Alvaro Medran my role extends to providing concierge services for their families, including booking private jets, vacations, and handling all hospitality needs. I maintain strong relationships with global external partners, suppliers, influencers, and the media, overseeing the athletes' social media presence and ensuring consistent brand representation, as well as liaising with journalists for interviews and press coverage.

01/09/2019 – 01/10/2020 Madrid, Spain

International Business Development Manager Rayo Vallecano S.A.D.

I played a lead role in identifying and securing strategic partnerships, particularly in the MENA region. A key achievement from my partnership between Rayo Vallecano x Sharjah Sports Council is the presence of Emirati players in the B team of Rayo, strengthening talent development and ties between the MENA region and European football.

Additionally, I secured a partnership with the Genova International School of Soccer, where I played a key role in decisions regarding the implementation of the partnership, including branding on the club's website and the B team shirt and the process of the provision of talented players from the academy to both the first and second teams, bolstering the club's talent pipeline.

I was responsible for preparing tailored sales propositions and business cases to align with potential partners' brand objectives, always striving to meet and exceed the club's annual partnership revenue targets and KPIs.

Furthermore, I was integral in the negotiations with DIGI Telecommunication, successfully securing them as the club's new official partner.

01/01/2022 – 01/10/2022 Madrid, Spain

Sponsorship Specialist (Training) Real Madrid C.F.

I analyzed the Audi car brand's portfolio to identify gaps in coverage and assess its sponsorship strategies. I provided comprehensive support for all Audi-related activations, as well as those involving other brands associated with Real Madrid C.F. This included holding weekly meetings with the client and the international agency UP2YOU, where we collaborated on generating new activation ideas and creative campaigns to maintain the brand's strong presence.

I managed Audi's ticketing for all Real Madrid C.F. matches, ensuring proper assignment and distribution of tickets to dealers, press, companies, and other stakeholders. I was present at the matches to oversee the Audi VIP Area, ensuring everything ran smoothly and offering a top-tier experience for Audi's VIP guests.

Additionally, I conducted in-depth market research to identify new industry and market partnership opportunities, constantly seeking innovative ways for Audi and other brands to expand their networks and strengthen their presence in both the sports and automotive sectors.

01/06/2017 – 01/06/2018 Murcia, Spain

Director of Football Racing Murcia City F.C.

I collaborated closely with the club's President and CEO to identify and evaluate potential transfer targets and coaching staff, ensuring we brought in the right talent to enhance the team's performance and meet strategic goals. This process involved detailed discussions around budgets, the acquisition and sale of players, as well as negotiating new contracts for existing players to retain key talent and maintain squad depth.

Additionally, I took on the responsibility of overseeing and reinforcing a unified playing philosophy across all teams within the club. This meant working to ensure that the playing style and tactical approaches employed by the first team were consistently adopted and followed by the academy teams, creating a clear pathway for player development. I ensured that the academy teams were not only aligned with the first team's approach but also provided with the necessary resources, coaching, and tools to maximize their growth and potential.

My role extended beyond recruitment and tactical alignment; I worked to establish an environment where academy players received top-level training, facilities, and support, preparing them for future integration into the senior team. This comprehensive approach aimed to create a seamless pipeline of talent from the academy to the first team, ensuring that each player had the best opportunity for success at every level of the club.

01/08/2018 – 01/09/2019 Doha, Qatar

Freelance Private Consultant Private Investor

I have been tasked with advising on the most feasible and high-potential sports business investments, focusing on emerging trends and opportunities within the sports and technology sectors. This role involved conducting extensive market research to stay on top of the latest developments and provide insights into new trends shaping the global sports industry. I consistently analyzed market shifts, technological innovations, and evolving consumer preferences to identify the best investment opportunities for growth and profitability.

In my research, I explored a wide range of startup companies within the sports sector, evaluating their business models, scalability, and long-term potential. I was particularly focused on identifying startups with disruptive technologies or unique business approaches that could transform the industry. These efforts led me to notice the rapidly growing demand for Padel, particularly in the Middle East, as a rising sport with significant investment potential.

Recognizing this opportunity, I spearheaded the launch of Padelln Qatar, a padel startup designed to capitalize on this emerging market. By aligning with local demand and the sport's increasing popularity, I helped Padelln establish a presence in Qatar, positioning it to become a leading brand in the region.

The project involved a comprehensive approach, from securing funding and developing partnerships to overseeing the execution of the business strategy, branding, and marketing efforts to introduce Padel as a mainstream sport in the region.

Through strategic market analysis and identifying opportunities within the sports startup ecosystem, I was able to contribute to the successful launch of Padelln, laying the foundation for continued growth and profitability within the sports industry in Qatar and beyond.

01/07/2015 – 01/04/2017 Doha, Qatar

Business Development Manager Al Hayat Medical Center

In my role, I managed the communication and relationship-building efforts with key stakeholders, including the Ministry of Health and various other government bodies, ensuring compliance with regulations and fostering strong partnerships that aligned with our strategic goals.

I played a pivotal role in securing partnerships with both local and international insurance companies, negotiating favorable terms to ensure that our services were accessible to a wider patient base while optimizing financial performance.

Additionally, I actively participated in events aimed at supporting women's empowerment, such as those organized on Women's Day by the center. These events involved collaboration with various sponsors, and I took the lead in managing the event's coordination, ensuring smooth execution and aligning the center's values with the broader mission of empowerment and equality.

I also focused on identifying new growth opportunities, researching emerging patient needs, and exploring new markets. By developing and executing a robust growth strategy, I helped the center achieve both financial success and improved patient satisfaction, while continuing to build long-term relationships with both existing and new partners.

01/01/2013 – 01/06/2015 Doha, Qatar

Director of Operations Levant Trading & Contracting W.L.L.

My primary responsibility was to ensure that all operations were executed in a cost-effective and efficient manner. I continuously worked on improving operational management systems, processes, and best practices, ensuring that every aspect of the construction projects met the highest standards of quality and efficiency. I formulated both strategic and operational objectives, aligning them with the company's long-term vision while ensuring day-to-day operations ran smoothly. My role involved managing budgets and forecasts, ensuring that financial resources were allocated appropriately, and that projects were delivered on time and within budget. I also established clear production KPIs and performed regular quality controls to monitor the progress of each project, ensuring compliance with industry standards and client expectations.

Being proactive was a key element of my approach as I regularly visited construction sites to stay connected with the workers and management teams, ensuring that any challenges or potential issues were addressed immediately. I made sure to maintain close communication with workers, excavator operators, and truck drivers, who were an integral part of the operations. By being hands-on and present on the ground, I was able to identify potential bottlenecks or inefficiencies and implement solutions quickly, ensuring the smooth running of each project.

In addition, I was deeply involved in the recruitment, training, and supervision of staff, ensuring that all team members were equipped with the necessary skills and knowledge to perform their tasks efficiently. I focused on creating a positive work environment that encouraged collaboration, continuous improvement, and a shared commitment to delivering high-quality results.

EDUCATION AND TRAINING

01/02/2021 – 01/02/2022 Madrid, Spain

MBA Sports Managment Universidad Europea - Real Madrid

Website <https://universidadeuropea.com/> | Level in EQF EQF level 7

01/09/2008 – 01/06/2012 Leeuwarden, Netherlands

Bachelors in International Business Administration Stenden University

Website <https://www.nhlstenden.com/> | Level in EQF EQF level 6

LANGUAGE SKILLS

MOTHER TONGUE(S): Arabic

Other language(s):

English

Listening C2

Spoken production C2

Reading C2

Spoken interaction C2

Spanish

Listening C1

Spoken production C1

Reading C1

Spoken interaction C1

Writing C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Office | Microsoft Excel | Microsoft Word | Microsoft Powerpoint | Outlook

HOBBIES AND INTERESTS

● **Active Lifestyle**

Jogging, functional training, swimming, Padel and Football

● **Keen Sense of Style**

Men's' fashion and class

Well groomed and professional appearance

● **Nature Lover**

Beach and Hiking

● **Traveler**

The best travels are those combined by business

COMMUNICATION AND INTERPERSONAL SKILLS

● **My Skills**

Project Management

Leadership

Time Management

Take Decisions

Loyalty

Team Work

Public Relations

Relationship Building

Think Creatively

Think Positively

Proactive

Enterprenuership

Ambition

Intercultural Competence

Reliability

Flexibility