

# 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

<b>SPANISH</b> Native	<b>ENGLISH</b> Full Professional Proficiency
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## WORK EXPERIENCE

<b>LIBRODEPASES, Buenos Aires, Argentina</b> Head of Sales and Marketing	Oct 2023 - Present
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- 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

<b>LIONS SPORTS &amp; MEDIA, Buenos Aires, Argentina</b> New Business Development Manager	May 2023 - Sept 2023
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- 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.

<b>Club Atlético River Plate, Buenos Aires, Argentina</b> Head of Partnerships and International Business Development	Jan 2018 - May 2023 Dec 2020 - May 2023
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- 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.

<b>Head of International Development</b>	Jan 2018 - Nov 2020
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- 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.

<b>Barça Academy NY, New York, United States</b> Project Manager	2017 - 2018
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- 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.

<b>Banco Galicia, Buenos Aires, Argentina</b>	July 2012 - June 2015
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Product Senior Analyst	Nov 2014 – Jun 2015
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Product Semi Senior Analyst	Nov 2013 – Oct 2014
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Non-financial Services Official - Commercial	Jul 2012 – Oct 2013
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