

SAUL ZAMBRANO QUINTERO

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Sports business leader with international experience in sports marketing, sponsorships, sales, operations, communications, and business development, focused on ensuring the achievement of objectives and results fulfillment under a premise of good communication and alignment between stakeholders. I have dedicated myself to building a multidisciplinar profile from different strategic positions in a top tier properties such as RC Celta in Spain and Mexico, Conmebol (Copa America), Colombian Football Federation, and adidas. Always with strategic thinking, excellent interpersonal skills, and a holistic view of the business focused in value creation. With global experience in different locations across Latin America and Europe, I have developed a high capacity for adaptation, market knowledge, leadership, decision making skills, perseverance focused on achieving results, teamwork, and an analytical mindset geared toward problem solving.

EXPERIENCE

RC CELTA.

International Commercial Executive

Jun. 2022 – Current

Spain, Mexico and United States

- Lead global partnerships and sales for the Club.
- Seek sponsorships and do partnerships with key stakeholders.
- Develop the sponsorship strategy establishing the relation, prospecting clients and close the business partners.
- Lead the club's internationalization process in markets such as Mexico and the United States.
- Create, develop and execute the internationalization strategy for the Club.
- Develop new markets looking for increase in revenue and brand awareness.

CONMEBOL.

Country Manager Colombia Copa América

Nov. 2019 – Sept. 2021

Colombia

- Lead the Copa America Project and all the relevant stakeholders involved in the event.
- Strenghtening the relationship with local goverments, the central goverment and different stakeholders looking for the best conditions to do the event.
- In charge of the signing of 4 major contracts, 4 contracts with sports entities and a contract with the Sports Ministry.
- Doing an agreement with the National Police for the event's security, and the start of the operation with more than 4.000 officers.
- Determining the ideal assets for the event's operation, such as locations, transportation, security, logistics, medical agencies, among others, and their respective contracts.
- Leading and coordinating more than a 100 people of the team for the correct execution and the excellence of the event's organization.

DIMAYOR – División Mayor del Fútbol Colombiano.

Club Licensing Director

Feb. 2017 – Sept. 2021

Bogotá, Colombia

- Leading the Club Licensing Project and the Financial Fair Play inside the Colombian National League, helping to develop and grow the local football product.
- Leading the implementation process of Biosecurity Protocols inside the National Football League achieving more than 600 games in a pandemic (COVID 19) context.
- Creating, implementing and leading strategies that focus on the institutional developing and the growing of the sports, financial and administrative aspects of the National Football League.
- Organizing, managing and coordinating sports events.

DIMAYOR – División Mayor del Fútbol Colombiano.

Social Responsibility Director

Feb. 2016 – Jan. 2017

Bogotá, Colombia

- Leading, developing and negotiating alliances with different public and private entities for the promotion of the social responsibility policies in media, and increasing football awareness in the country.

adidas Colombia.

Sports Marketing Specialist

Jan. 2013 – Jan. 2016

Bogotá, Colombia

- Planning, executing and implementing the football portfolio for the brand.

- Planning, executing and implementing the marketing campaigns, digital strategies and asset and partnership activations by the brand.
- Planning and executing asset activation plans and partnership rights in the football category.
- Negotiating sponsorship contracts for partners, associates and players.
- Negotiating and signing more than 50 contracts with athletes and brand assets, including a big negotiation with the German HQ.
- Managing a 70% increase in the number and quality of the athletes sponsored by the Brand, and their positioning.
- Being responsible for the area's budget (close to USD \$5 Mil.) and the inventory for the assets and partnerships.
- Participation in international events:
 - o FIFA World Cup Brazil 2014.
 - o Copa America Chile 2015.
 - o World Cup 2014 Qualifiers Games.
 - o U20 FIFA World Cup Turkey 2013.
 - o U20 FIFA World Cup Colombia 2011.
 - o U20 FIFA Sudamerican Tournament (Argentina – 2013 and Uruguay – 2015).
- Leader of the best roll out for adidas in the Brazil FIFA World Cup 2014 with more sponsored assets in the field.

Adidas Colombia.

Digital and Media Specialist

Jun. 2012 – Dic. 2012

Bogotá, Colombia

- Planning, executing and implementing digital and social media campaigns.

- Being responsible for the increase in followers and a 50% engagement with the brand on digital platforms.

Adidas Colombia.

Pr and Brand Specialist

Feb. 2011 – Jun. 2012

Bogotá, Colombia

Codensa – Emgesa (Enel)

Communication Assistant.

Feb. 2010 – Jan. 2011

Bogotá, Colombia

PRESENTATIONS AND SEMINARS

Teacher - Speaker

Teaching guest for seminars and master classes

2018 – 2021

- Sports seminar at Universidad de Los Andes
- Sports seminar at Universidad Sergio Arboleda
- Sports seminar at Universidad de Antioquia.
- Sports seminar at Universidad San Buenaventura Cali
- Sports seminar at Universitas

Bogotá, Colombia

Bogotá, Colombia

Medellín, Colombia

Cali, Colombia

Venezuela

EDUCATION

MBA in Sports Management and Entertainment. La Liga Business School. Madrid. Spain.

Nov. 2021 – Sept. 2022

Project Management course. Pontificia Universidad Javeriana. Bogotá, Colombia.

Sept. 2021

Master in Business Administration - MBA. Universidad de Los Andes. Bogotá, Colombia

Ago. 2017 – Jul. 2019

Social Communication. Pontificia Universidad Javeriana. Bogotá, Colombia.

Ago. 2004 – Oct. 2010

OTHER EDUCATION

Sports Management diploma. CONMEBOL (Programa Evolución)

Sept. 2020 – Dic. 2020

Advanced Google Analytics Course. Google Analytics Academy.

May. 2019

OTHER SKILLS

- English (C1)
- Spanish (native)