

PROFESSIONAL EXPERIENCE

- 12/2023 – present** **CF Cruz Azul – Mexico City, Mexico**
Head of Business Development, Image & Communication
- Management and structuring of the department and its resources, definition of its policies and procedures.
 - Development and implementation of the commercial, image and communication strategy.
 - Negotiation of the Club's revenue sources: sponsorship, pre-season tours and stadium exploitation, licenses resulting in a **52% increase in the Club's commercial revenue**.
 - Implementation of a digital strategy to optimize the relationship with fans.
- 05/2022 – 12/2023** **OnePlay LLC – Montevideo, Uruguay**
Marketing & Commercial Director
- Lead the commercial department: definition and implementation of the commercial strategy with a focus on attracting new B2B and B2C clients.
 - Identify and negotiate new digital content distribution networks: FMCG companies, banks, financial companies, soccer clubs, among others.
- 04/2019 – 12/2021** **Club Nacional de Football – Montevideo, Uruguay**
Marketing & Commercial Director
- Lead the marketing and commercial department: **Increased 79%** of commercial revenue.
 - Developed and structured clubs' partnership activation strategy resulting in a **85% retention of sponsors**.
 - Structuring and implementation of a digital strategy focused on fan data collection, **achieving +200K** new fans for the database.
 - Implemented strategy to increase membership and ticketing sales.
- 02/2018 – 03/2019** **World Football Summit – Madrid, Spain**
Marketing Director
- Lead the marketing department: **Increased 85%** of commercial revenue.
 - Implemented a ROI optimization strategy: **retention of 90%** of sponsors.
 - Co-developed the events' content program: relation with Club, Federations, agencies, and athletes to agree in the presence of speakers.
- 07/2017 – 02/2018** **Relevance Marketing – Barcelona, Spain**
Football Consultant
- Developed and structured a comprehensive partnership activation strategy for SEAT as Main sponsor of Copa del Rey resulting in a **40% increase** of brand awareness **and 105%** of lead generation.
 - Negotiated with clubs, agencies, Mediapro (TV rights) to achieve SEAT KPIs.
 - Implemented the ROI optimization strategy.
- 06/2015 – 01/2017** **Valencia CF – Barcelona, Spain**
Business Intelligence & Business Development Executive
- Oversight of Sponsor Partner contracts for their correct implementation.
 - Supported Sponsor Sales personnel by evaluating and providing detailed understanding of the ROI of the partnership program.
 - Provided detailed insight as to the optimum pricing for our partnership packages taking account of market trends and competitor pricing.
 - Supported the Department's senior management in the development of a cohesive Valencia C F Fan base growth strategy.

04/2015 – 06/2015

Real Madrid CF – Madrid, Spain
Marketing Intern

- Assisted in the control of Real Madrid Masterbrand application;
- Collaborated in the activation activities in Real Madrid Basketball team home games;
- Provided the department benchmarking reports to improve loyalty plan (Carné Madridista) and other services.

EDUCATION

Escuela Real Madrid – Madrid, Spain
Master in Sports Marketing

Barcelona School of Management – Barcelona, Spain
Master in Sports Management

Universidad Católica del Uruguay – Montevideo, Uruguay
Bachelor's Degree in Economics
