

**Daniel GONZÁLEZ**  
French/ Spanish – 34 years' old  
Avd/Arces 7, Portal A, 3C, 28042 Madrid, Spain  
+34656382897  
Mail: [daniel.gonzalez.andres@gmail.com](mailto:daniel.gonzalez.andres@gmail.com)



## Studies

**2014-2015**

**MBA in Sport Management ``Alfredo Di Stefano''**, Universidad Europea Real Madrid.  
Madrid.

**2008 - 2013**

**Master 2 in Corporate Finance at ESG MS** Paris.

**Bachelor in Administration, Business Studies and Marketing**. Dublín

## Work Experience

**June22**



**Destination Sport Group – Head of Business Development and Strategy - EUROPE**

- Direct Reporting to the Group CEO
- Managing the Group Business Development in Europe
- Analyzing Business Opportunities in Europe
- Create Destination Sport Group Strategy in Europe
- Commercial Proposals signed:
  - Major League Rugby – Official Travel Supplier
  - Stade Toulousain – Official Travel Supplier
  - EPCR - Official Travel Supplier
  - International Ice Hockey Federation – Official Travel Supplier
  - HYROX – Official Travel Supplier
  - UEFA – Official Travel Agency for Women Euro25

**Jan19 – June22**



**Generation adidas international - Part of Destination Sport Group – Director of Finance – Madrid & Atlanta (USA)**

- Direct Reporting to the CEO
- Responsible for Financial planning, Budgeting and Forecasting
  - Cash-flow management
  - Monthly Financial Reporting
  - Accounting and Monthly Closing
  - Supervise Finance team in day to day operations
- Responsible for pricing, company structure and sales commission plans
  - Design, establish and control of business procedures
  - Implantation of KPI's to run business
- Responsible for HR and Contracts Management
  - Spain Subsidiary Director
  - Company Legal and HR Management

**Jan18 - Jan 19**



**Generation adidas international – Part of Destination Sport Group - Operations & Finance, Manager – Madrid & Atlanta (USA)**

- Operations:
  - Programs Delivery and Execution
  - Definition of team programs itineraries
  - Liaison with soccer department to implement new products
  - Training of new staff
- Contract Management:
  - Manage relationship with all contracted services
  - Negotiate old and new contracts
  - Budget control
- Cost Control:
  - Review and approve all invoices from vendors
  - Review cost configurator for each program
  - Find new tools to reduce costs
  - Increase after sales extra activities

Sept 2015 – Dec17



#### YouFirst Sports – Marketing Partnerships, Manager – Madrid

- Sports Consulting
- Negotiation, Activation and Management of sponsorships
- Events Creation, Organization and Management
- Hospitality and PR Management
- Dealing with Clubs and Federations
- Contracts Management
- In charge of eSports and digital projects
- Directing Accounts:
  - **Justin Bridou** (TOP14 Sponsorship Deal, Activation Plan recommendation)
  - **Oscar Mayer** (Negotiation and Activation of Euroleague Sponsorship)
  - **Mahou** (Management of Real Madrid Basketball sponsorship and few other Spanish football clubs)

Sept 14 - June 15



#### Spanish Rugby Federation – Commercial and Marketing - Madrid

- Develop and Maximize the organization
- Management on few programs:
  - Get into Rugby, Women in Rugby
- Organization of own events
- Management Sponsorships accounts
- Creation and Negotiation of a new digital platform for live streaming the Rugby games

Sept 13 – Aug 14



#### LG Electronics – Credit Analyst - Villepinte 93

- Financial Analyses of suppliers in Energy and Air Conditioning sector
- Commercial Credit Management (Atradius, Aon, Coface)
- New customers opening accounts
- Organization of a weekly ``Credit Committee`` for suppliers in Energy and Air Conditioning sector

Jan - Sept 2013



#### BNP Paribas Cardif – Credit Analyst - Nanterre 92

- Control of financial elements in the « General Found»
- Credit Analysis reports on commercial partners and reinsurers
- Drafting Credit recommendations
- Drafting Internal economic informs by geographic areas and business partners

### **Other Information**

#### **Languages**

**English:** Full Professional Proficiency

**Spanish/French:** Mother Tongue

**German/Catalan:** Elementary

#### **Association**

**Student Association at ESG: In charge of Sponsors**

#### **Informatics**

**Pack Office**

#### **Activities**

- Travel: England, Spain (family), Greece, Ireland, USA (family), Africa (Tunisia, Morocco, Senegal, Congo)
- Sports: Rugby (20 years), Handball (5 years), Tennis (2 years)
- Music: Sax (3 years), Violin (6 years)
- Nautica: Open 5.5 pro and Sailing license in 2007