



# Antonio Herruzo Soriano

## Sport Operations Management

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**Accomplished & strategy-driven leader with successful track record of leading and managing high-performance football organizations.**

Skilled in strategic planning, organizational development, and football operations, with a deep understanding of player development, and team management. Collaborative team player who builds strong relationships with coaches, scouts, stakeholders, Sponsor, and local teams. Excellent communication and interpersonal skills, with a proven ability to drive excellence in football operations and cultivate a winning culture on and off the field. Skilled problem solver with a proven track record of analyzing complex issues and developing effective solutions. Possess a unique ability to think creatively, approach challenges with a clear and objective mind-set, and break down problems into manageable components.

### Areas of Expertise

- Strategic Planning
- Football Operations
- Relationship Management
- Team Building & Leadership
- Risk & Budget Management
- Sponsorship Management
- Sports Management
- Event Management
- Program Management

### Career Experience

**Real Sporting de Gijón ,S.A.D.** Gijón, Asturias, Spain

**2023-present**

#### ***Development Manager***

Spearheading the International Residence Program, managing everyday operations and coordination with A and B team as well as Grassroots from Sporting de Gijón FC and developing the International Operations within the Club.

- Launched the Residence Program and manage day to day Operations.
- Develop the International Program with Football Operations.
- Budget, Team and Sport Management

**Marbella Football Center, Alicante, Valencian Community / Comunitat Valenciana, Spain**

**2023**

#### **Teams & Events Coordinator**

Plan, organise, and execute large-scale events within defined scope and budget. Oversee all aspects of the day to day and match days' operations. Organising tournaments coordinating with vendors and managing event logistics.

- Improved operational efficiency and streamlined end-to-end operations.
- Contributed to the achievement of highest demands of professional football teams.

Pinatar Arena Football Center SL, Spain , 2021 – 2022

### **Football Coordinator**

Organized and coordinated various aspects of a football program, such as scheduling games, arranging transportation, managing equipment, and overseeing logistics. Planned and organized the whole stage for several teams and Academies. Successfully managed six Padel court facilities and a Gym and Spa.

- Credited for organizing high-profile events, including the Pinatar Cup, Women's National Team Cup, the Mima Cup (smaller cup), and several small final four tournaments with u19,16,21 national and football teams.
- Recognized as an integral part of the team that participated in the Saudi Arabia's preparation for the World Cup, against Colombia, Venezuela, Canada and USA, as well as those Teams camp and stages at Pinatar.

**Diplomatic Career Candidate/Aspirant**, Ministry of Foreign Affairs and Cooperation of Spain

**2016 – 2019**

- Studied and gained various aspects of international and national law, general knowledge acquired through studying and protocol courses and exercises.

**Hospitality Manager & Customer Service**, ASTEX, Madrid

**2014 – 2016**

- Built and maintained robust relationships with UK, Swiss, German, and French schools (Boarding Schools), managing the venues and helping parents find the perfect school for their children.
- Collaborated closely with schools across Europe to facilitate term or year-long study abroad programs.

Additional Experience

**Legal Advisor, Lawyer in Legal Advice**, AEPSAD Spanish Agency for Health Protection in Sport, 2013 - 2014

**Legal Internship**, Ramón y Cajal Abogados, 2011 - 2012

**Legal Internship**, PRISA TV, DTS, Sogecable, 2010

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## **Education**

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**MBA- Business Law and Sport**, LaLiga Business School, Madrid | 2021

Social Networks, Events Management, and Marketing

**Master, Representation and Management of Artists and Athletes**, Fundacion Pons, Madrid | 2014

Degree in Law, Universidad CEU San Pablo, Madrid | 2011

**High School Diploma, German & Spanish**, Deutsche Schule Las Palmas de Gran Canaria, | 2005

Pre International Baccalaureate, Schule Schloss Salem, Germany | 2003

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## **Certifications**

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TOEFL | Diplôme d'Études en Langue Française (DELF) B1 | Abitur| Proficiency

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## **Languages**

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English (Bilingual), French (Professional Working), Spanish (Mother Language), German (Bilingual)