

PROFESSIONAL EXPERIENCE

12/2023 – present	CF Cruz Azul – Mexico City, Mexico Head of Business Development, Image & Communication <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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
