

## MARC TARRADAS

Carranza 1769 – Buenos Aires, Argentina  
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35 y/o – Spanish – Full mobility

### PROFILE

**+10 years of experience in the commercial area and business development at Entertainment industry. Knowledge of Latin American markets and results-oriented**

- 2019-Now **LALIGA** – Spanish national Soccer League (<https://www.laliga.com/>) – 3.000M €  
**South Cone director** (Argentina, Chile, Paraguay & Uruguay)
- Responsible for increasing value of LaLiga & Clubs in the territory through Digital & Communication Campaigns, Institutional agreements, partners relationships & activations.
  - Generate new incomes for LaLiga & Clubs within the different areas such as commercial agreements, soccer programs, consultancy services, software & technological products, educational programs and infrastructure projects.
  - Monitoring Audiovisual agreements. Permanent contact with local broadcasters to supervise the market situation, redefine the strategy and look after new opportunities.
    - ✓ Partnership with Total Energies for Argentina (1 yr x 400k €)
    - ✓ Development of Fantasy App for Chilean league (4 yrs x 250k € + Revenue Share)
    - ✓ Real Betis Stage at Argentina & Chile (550k €)
- 2017-2019 **LALIGA** – Spanish national Soccer League (<https://www.laliga.com/>) – 3.000M €  
**Central America director** (Costa Rica, Panama, Guatemala, Nicaragua, El Salvador & Honduras)
- Responsible for increasing value of LaLiga & Clubs in the territory through Digital & Communication Campaigns, Institutional agreements, partners relationships & activations.
  - Generate new incomes for LaLiga & Clubs within the different areas such as commercial agreements, soccer programs, consultancy services, software & technological products, educational programs and infrastructure projects.
  - Advising local leagues with 5 yr strategic plans to develop their product.
    - ✓ Partnership with Pepsi for Guatemala (3 yrs x 550k €)
    - ✓ Licencing with Gatorade for Guatemala, El Salvador, Honduras & Puerto Rico (6 month x 100k €)
    - ✓ Partnership with local leagues in Costa Rica, Panama, El Salvador & Honduras
- 2013-2017 **SC JOHNSON** – FMCG Company – 100M €  
**Group Brand Manager de Home Cleaning** (Brands: Pato, Pronto, Kiwi & Mr. Muscle. Market Share: 30.0p. Annual Sales: 45m€)
- Responsible for increasing market share and net sales versus previous year.
  - Develop & execute promotional plans for the consumer & customers. Including plans for new releases and promotional packs. Monitoring the results of those campaigns
  - Define the commercial strategy with the sales team and provide support by developing presentations for clients and the sales force.
    - ✓ Best Commercial Team 2016 according to Advantage Group International survey.
    - ✓ 2014: 1M€ Sales from new products thanks to launching plan
    - ✓ 99,8% in order fulfillment rate (best in last 10 years).
- 2011-2013 **SC JOHNSON** - FMCG Company – 100M €  
**Regional Account Manager for SuperGrup, Bomari & Bosch Hnos.** (500K€ Net Sales & 0,9% of Market Share)
- Develop account plans including the sales estimation by products and months, the promotional plan and the distribution of the budget.
  - Guarantee and maximize customer profitability with the Johnson Wax product portfolio.
  - Implement and execute promotional plans according to marketing guidelines within the budget.
    - ✓ Increase net sales by 15% in volume & 9% in value (fiscal year: 2012).
    - ✓ Increase all KPIs in Sales Fundamentals: +8% Share of shelves, +14% Share of SKUs y +20% Promo Share

### EDUCATION

ESADE Business School. Degree & Master in Business Administration. (Barcelona 06-11)  
Loyola University New Orleans. Master in International Sports Marketing. (New Orleans 2010)

### LANGUAGES

Spanish y Catalan (Fluent)  
English (Fluent)  
French & Italian (Basic)