



Álvaro  
Neira

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Spain

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WORK EXPERIENCE

JAN. 2024 – Current.  
CLUBS SALES COORDINATOR / KAPPA IBERIA

- Business development and account management in terms of sales and mkt.

OCT. 2022 – JAN. 2024  
KEY ACCOUNT EXECUTIVE / GANT SOUTH

- Footwear product and sales manager for Spain (wholesale + retail) where I oversee 5 external sales agents, France (retail) and Portugal (retail).
- Support to ECI team.

FEB. 2022 – OCT. 2022  
PERFORMANCE KEY ACCOUNT EXECUTIVE / PUMA IBERIA

- Managing 15+ accounts of clients specialized in football, running and pádel.
- Commercial responsible for Sporting Gijon, UD Ibiza and Rio Ave (Portugal).

AUG. 2018 – FEB. 2022  
FIELD ACCOUNT EXECUTIVE / PUMA IBERIA

- Managing a 100+ client portfolio in the central region of Spain.
- 2-digit growth (%) in 7 out of my 8 billing periods.

JUL. 2017 – AUG. 2018  
SPORTS MARKETING PROJECT MANAGER / SMARTKETING

- Managing professional football club licenses (Betis, Osasuna, Cadiz, etc.).
- Supervising club official stores (including online).
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JUL. 2016 – JUL. 2017  
ACCOUNT MANAGER – CUSTOMER SERVICE / DECATHLON SPAIN

- Leader of DecathlonClub / teamwear project.
- Giving support to 150+ stores in B2B business line.

EDUCATION

2015/2020	Degree in Business Administration and Management UNED, Universidad Nacional Educación a Distancia
2013/2015	Certificate of Higher Education in Logistics IES Llanera, Oviedo
2011/2013	Vocational Education and Training in Sales and Marketing ETP Hernán Cortés, Santander

OTHER INFORMATION

Languages	Spanish mother tongue / Fluent in English
IT / Software	Proficient in MS (Word, Excel and PowerPoint)
Car drive license	Yes
Football coach	9+ years leading 18+ people groups of all ages