

Daniel GONZÁLEZ

French/ Spanish – 34 years' old
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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