



BENJAMIN ROMERO AMAYA



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PROFESSIONAL PROFILE

Business Administration Professional with an MBA in Senior Management and Marketing. Bilingual Professional with experience in Administration, Marketing, ticketing and Commercial areas, legal finance, mainly in the football industry, and who pursues the professionalization and financial viability of sports entities that seek to be positioned at the top of the national and international ranking.

High level of leadership and easy handling of work groups, with interpersonal and managerial skills, assertive communication and work under pressure. Responsible person with human quality, social sensitivity, and readiness to change.



PROFESSIONAL EXPERIENCE

Club Atlético Nacional, Colombia

Executive Vice-president | Jun 2022 - July 2024

- **Achievements:** Decreased negative equity by 60%, reduced bank debt by 50%, increased revenue by 37%, turned negative cash flow in 2022 and 2023 into positive cash flow. Won the League Title in July 2022, the Super League Title in 2023, and the Cup Title in 2023.
- Responsible for managing the club's daily operations, leading the economic and financial recovery towards self-sustainability. Tasked with establishing a strong corporate culture and coordinating various key areas, including legal, human resources, operations, administration, finance, accounting, marketing, commercialization, communications, and retail sales. Ensured compliance with all club budgets while also serving as a member of the football technical committee and representing the club before Colombian government bodies and football regulators.

Colombian Football Federation, Colombia

Sponsorship and Marketing Manager | August 2021 - Jun 2022

- **Achievements:** Achieved the sponsorship sales budget with a value of USD 2 million. Secured new sponsorships, including Rappi.
- I was responsible for comprehensively managing the commercial and marketing strategy of the Federation, covering all its products, from the senior national team to women's leagues, youth teams, beach soccer, and futsal. I oversaw the design and execution of the CRM loyalty plan, as well as the development and implementation of marketing strategies and brand positioning for the Federation. Additionally, I managed relationships and negotiations with current and potential sponsors for all Federation products, ensuring compliance with the annual sponsorship budget and ticket revenue for the Colombian national team during the Qatar 2022 qualifiers. Furthermore, I was responsible for creating and implementing marketing and advertising plans, as well as managing support agencies in marketing and advertising.

Peruvian Football Federation, Perú

Gerente Comercial y de Marketing | January 2020 - August 2021

- **Achievements:** Achieved 100% of the sponsorship sales budget with a value of USD 8 million. Secured new sponsorships including Mobil, Pedidosya, Betsson (Naming rights for the professional football league), and Tommy Hilfiger.
- I was responsible for comprehensively managing the commercial and marketing strategy of the Federation, covering all its products, from the senior national team to women's leagues, youth teams, beach soccer, and futsal. I was in charge of designing and executing the CRM loyalty plan, as well as developing and implementing marketing strategies and brand positioning for the Federation. I also managed relationships and negotiations with current and potential sponsors for all Federation products, ensuring compliance with the annual sponsorship budget and ticket revenue for the Peruvian national team during the Qatar 2022 qualifiers. Additionally, I was responsible for creating and implementing marketing and advertising plans, as well as managing support agencies in marketing and advertising.

Alianza Lima Club, Perú

Sponsorship, Marketing and Communications Manager | February 2018 - January 2020

- **Achievements:** We reached 100% of the sponsorship sales budget with an amount of USD 15 million, and accomplished new sponsorships with Banco Pichincha, Doradobet, Milo, CIVA, UN, Instituto Sise (Sise Institute). We participated in the PES game during 2018 and 2019.
- I was responsible for assuming the General Manager's functions as designated, serving as the official spokesperson for Club Alianza Lima and representing the club before football authorities. I actively contributed to the negotiating team to secure the best sports television rights contracts and managed the loyalty program. Additionally, I represented the club on the infrastructure committee and led the company's commercial and marketing strategy, overseeing a team of 10 people. I was responsible for managing relationships and negotiations with sponsors for the professional team, ensuring compliance with the sponsorship budget and ticket revenue for the Peruvian championship. I directed the digital strategy and developed and implemented marketing and advertising plans, managing support agencies. Furthermore, I led the logistical and administrative team at Alejandro Villanueva Stadium during the professional team's matches.

Millonarios FC, Colombia

Sponsorship and Marketing Director | March 2016 - January 2018

- **Achievements:** We reached 100% of the sponsorship sales budget with an amount of USD 4 million. New sponsorships such as Herbalife, Alquería, Wplay, Gatorade and Bodytech, and accomplished the participation and sponsorship in Florida Cup 2017, Fox Sports Cup January 2018, Official Team in the game FIFA 2016 and 2017. We achieved the 100% of the box-office sales with an amount of USD 7 million. Moreover, we obtained the license of professional football Conmebol rules.
- I was responsible for assuming the president's duties for assigned activities, including my participation in the G8 and the South American League Group in Montevideo. I managed the television sports rights for the professional team and led the loyalty program. Additionally, I organized and formed the women's professional team and handled relations with the Colombian Major Football Division on matters such as the professional team's schedule. I supervised a team of 10 people in the company's commercial strategy and led the club licensing project according to Conmebol parameters. I was responsible for developing marketing strategies and brand positioning, managing relationships and negotiations with sponsors for the professional team, and ensuring compliance with annual sponsorship and ticket revenue budgets for the Colombian professional championship. Moreover, I directed the digital strategy and developed and implemented marketing and advertising plans, managing support agencies. I also oversaw the team responsible for managing and administering Nemesio Camacho El Campín Stadium during Millonarios FC matches.

Merik International Group, México

Central and South America Manager | August 2014 - April 2016

- **Achievements:** We reached 100% of the USD 20 million sales budget, and built loyalty of 10 new customers.
- I led the administrative and commercial group in the Latin American region, supervising 40 people and ensuring the efficient operation of all regional activities. I was responsible for developing and executing the company's commercial strategies, as well as managing all relationships and negotiations with suppliers and distributors. Additionally, I ensured compliance with both general and market niche sales budgets. I also took on the responsibility of designing and implementing marketing and advertising plans, managing the necessary support agencies. My role included directing the marketing and sales of the company's various products and brands, as well as overseeing the channel and retail sales strategy.

Clínica del Occidente (Western Clinic), Colombia

Commercial and Marketing Manager | May 2013 - August 2014

- **Achievements:** We reached 100% of the annual USD 50 million sales budget.
- I led the commercial group focused on market niches, supervising 25 people and developing commercial strategies for the company. I was responsible for managing all relationships and negotiations with clients (insurance companies) and national and international suppliers, both private and public. Additionally, I ensured compliance with both general and market niche sales budgets and designed and implemented marketing and advertising plans. I also managed the support marketing and advertising agencies and conducted monthly reviews with key clients to assess results. My role included marketing and selling the company's various products and brands, as well as supporting the collection efforts of the Clinic.

Clinica Fundación Cardioinfantil - Instituto de Cardiología (Pediatric Cardiology Foundation Clinic – Cardiology Institute), Colombia

National and International Commercial and Marketing Director | February 2008 - April 2013

- **Achievements:** We reached 100% of the sales budget for the annual amount of USD 100 million. An executive checkup program valued in USD 5 million was implemented. We fulfilled the international sales budget of USD 12 million.
- I led the commercial group specialized in market niches, supervising 40 people and developing comprehensive commercial strategies for the company. I was responsible for managing all relationships and negotiations with clients and suppliers at both national (EPS, MP, ETC) and international levels. I ensured compliance with both general and market niche sales budgets and designed and implemented marketing and advertising plans to strengthen the company's market presence. Additionally, I managed support marketing and advertising agencies and conducted monthly reviews with key clients to assess results. My role included marketing and selling the company's various products and brands, as well as supporting collection efforts with clients and suppliers of the Clinic. I was also responsible for directing the web and communications strategy to enhance the company's digital presence and image.

Clínica del Country (Country Clinic), Colombia

Deputy Operations Manager | February 2004 - February 2008

- I supervised the Admissions, Billing, Medical Accounts, and Collections departments, leading a team of 120 people. My responsibilities included managing relationships with companies to meet billing and collection budgets and providing the necessary financial resources to cover costs, expenses, and payroll. Additionally, I maintained strong relationships with prepaid medicine companies, EPS, and government entities to ensure timely payments. I directed and guided the department, which comprised key areas such as Collections, Billing, Medical Accounts, and Admissions, with a team of 70 people under my leadership. I also strategically led and supported the Collections Department to maintain a healthy portfolio in the healthcare sector, overseeing the billing submission process. Furthermore, I provided leadership and support to the Admissions and Patient Care teams, as well as the Medical Accounts area responsible for reconciliations with third parties across the country (EPS, MP).

TAS Comunicaciones Bogotá, Colombia (Business Practice)

Marketing Director | July 1999 - December 2000

- I was responsible for developing and implementing the Company's Marketing and Advertising Plan, as well as managing and developing accounts in the Real Sector. Additionally, I handled the client database, overseeing aspects such as brand participation, sales, pricing, and business development. In 2000, key accounts contributed 5.3% to the Company's total sales, representing a 5% increase compared to 1999. I also managed the market research and advertising agency to meet client needs and conducted quarterly reviews of client status to evaluate results. Furthermore, I was in charge of securing resources, studying the environment and projections, and was responsible for the positioning of the company's various products and brands.



CONFERENCES AND MASTER CLASSES

Speaker at the Congress Specialized in Sports, Marketing and Football

Good Morning Sports Congress - 2016

Speaker at the Football Marketing Congress

Novo football Congress - 2017

Professor of International Marketing

Universidad Sergio Arboleda. (Sergio Arboleda University) - 2017

Professor of Sports Marketing

Colegio de Estudios Superiores de Administración CESA (School of Higher Studies in Administration) - 2017

Speaker - Specialization in Sports Marketing

LaLiga Business School of Spain - 2019

Speaker at the Sports Managment Congress

México SIS Master Class - 2020

Speaker - Sports Managment

Eurolatam España - 2020

Speaker at the Sports Managment Congress

Sportbiz Latam - 2020



EDUCATION

October 2011 - Managerial Skills Program

Universidad de Los Andes (Los Andes University)

January 2004 - M.B.A., Master of Business Administration (Emphasis on Senior Management)

Webster University London, UK - Regent's Business School

2000 - Business Administration

Universidad de la Sabana (Sabana University) - Bogotá, Colombia

1999 - Diploma Course in Marketing

Universidad de la Sabana (Sabana University) - Bogotá, Colombia



LANGUAGES

Spanish ●●●●●

English ●●●●○



INFORMACIÓN PERSONAL

ID 79.781.702

Age 49 años

Place and date of birth Bogotá, Diciembre 09 de 1974

Marital status Married