



DAVID PREISS

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Madrid, Spain

7+

YEARS OF
WORK EXPERIENCE
IN MARKETING

2

NATIONALITIES:
AUSTRIAN &
ECUADORIAN

1

LOVE FOR
SPORTS



LANGUAGES

SPANISH

NATIVE

ENGLISH

C1

GERMAN

C1

PORTUGUESE

B2

ITALIAN

A2



OTHER SKILLS

MS-OFFICE

SOCIAL MEDIA



TEAM MANAGEMENT



INTERNATIONAL EXPERIENCES

AUSTRIA | BRAZIL | ECUADOR | ITALY
GERMANY | SPAIN | SWITZERLAND



PROFESSIONAL EXPERIENCE

FIFA 08.2022 – Current

FIFA

Zurich, Switzerland

MARKETING PARTNERSHIP MANAGER

- Manage day-to-day relationship with FIFA Commercial Partners (e.g. Visa, BMO, Nubank)
- Establish and maintain relationships with key Commercial Partners and internal FIFA stakeholders
- Develop understanding of specific Commercial Affiliates' product categories, including competitors
- Acquire knowledge of FIFA Commercial Affiliates rights and commitments in order to identify relevant and meaningful marketing opportunities
- FIFA Competitions: FIFA Women's World Cup Australia & New Zealand 2023, FIFA World Cup Qatar 2022

BURNS 09.2021 – 08.2022

BURNS SL

Madrid, Spain

BURNS 09.2019 – 08.2021

BURNS SL

Madrid, Spain

DIRECTOR | SPORTS BUSINESS UNIT

- Manage multiple simultaneous projects and campaigns, including new business processes, with a holistic vision (e.g. DAZN and LaLiga)

GLOBAL ACCOUNT DIRECTOR – OLYMPICS (IOC)

- Responsible for the management of this international account
- Lead the team (20 individuals), distribution of tasks and coordination with all related departments
- Supervise creative and communication campaigns, from the initial brief and its execution, to the final results report
- Olympic Games: Beijing 2022 Winter Olympic Games, Tokyo 2020 Summer Olympic Games, Lausanne 2020 Youth Olympic Games



09.2018 – 09.2019

ADIDAS AG

Madrid, Spain



09.2017 – 08.2018

ADIDAS AG

Herzo, Germany



08.2009 – 07.2011

MERCK Group

Quito, Ecuador

SPECIALIST | SPORTS MARKETING – REAL MADRID

- Market research and analysis in the field of sports business
- Plan and execute various campaigns across all channels (Digital, Social, Retail, PR & Event)
- Manage the content communication to consumers via Real Madrid, adidas and players platforms
- Support on planning and executing main adidas and Real Madrid shootings, M&G and other individual player activations

COORDINATOR | MARKETING – CONSUMER EXPERIENCE

- Conduct and finalize the Master thesis: How do innovative football retail experiences influence consumer behaviour
- Support the team with key account projects and execute them within a discussed frame (e.g. JD Sports, Kamo and Footlocker)

APPRENTICE | ECONOMICS AND BUSINESS ADM.

- Support, execute and evaluate different projects in the main departments of the company (e.g. Marketing, Sales, Human Resources, Supply Chain and Controlling)

EDUCATION

03.2016 – 09.2018

TH NÜRNBERG - OHM

Nuremberg, Germany

06.2015 – 01.2016

UFSC

Santa Catarina, Brazil

10.2011 – 03.2015

THI - BUSINESS SCHOOL

Ingolstadt, Germany

09.2013 – 02.2014

POLITECNICO DI MILANO

Milan, Italy

09.2009 – 07.2011

DIHK

Quito, Ecuador

MASTER (M.A.) | INTERNATIONAL MARKETING

- Major in Strategic and Product Marketing, Brand and Communication Management | Final average grade: 9/10

SEMESTER ABROAD

- International Marketing

BACHELOR (B.A.) | BUSINESS ADMINISTRATION

- Major in Marketing, International Management
- Final average grade: 9/10 | Thesis grade: 10/10

SEMESTER ABROAD

- International Business

APPRENTICESHIP | ECONOMICS AND BUSINESS ADM.

- Major in Marketing and Sales
- Final average grade: 9.8/10

PERSONAL INTERESTS

01.2017 – 08.2018

ATLÉTICO ERLANGEN e.V.

FOUNDER MEMBER OF THE FOOTBALL CLUB

- Active football player and recruitment of new players
- Organization of the Football Club and promotion of activities

2013 – 2015

THI - BUSINESS SCHOOL

BUDDY FOR EXCHANGE STUDENTS

- Support international students to settle in Germany and to integrate into University life

2013

BAVARIAN STATE

MINISTRY FOR EDUCATION

BAYBIDS SCHOLARSHIP – NEWSPAPER REPORT ↗

- Initiative to promote cooperation between students of international German schools with Bavarian Universities