

THIBAUT DELAIGUE

Senior commercial executive with over 5 years of experience in sports marketing, sponsorship, hospitality and corporate events within high-level professional clubs (football, rugby and live entertainment).

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Experiencia Profesional

Red Star FC (Ligue 2 - France) – Commercial & Sponsorship Director

Saint-Ouen, France | Since 2025

Historic French football club currently competing in Ligue 2, with a strong sporting and economic project aimed at promotion to Ligue 1.

- Full responsibility for the club's overall revenue strategy, including sponsorship, hospitality, events, B2B sales and commercial activations.
- Member of the Executive Committee, contributing to the definition of the club's global strategic direction.
- Direct reporting to the Chief Executive Officer and club owners, with regular presentations of results, KPIs and growth plans.
- Leadership and management of a 4-person commercial team (sales, key accounts and operations).
- Structuring and professionalisation of the commercial department, including the implementation of Business Intelligence tools, CRM systems and performance reporting.
- Redefinition of the commercial offer positioning and sponsorship storytelling, aligned with the club's historic identity and values.
- Design and sale of innovative and premium commercial offers targeting national brands.
- Increase in commercial revenues from €1.4M to €2.0M under my leadership (+43%).
- Management and retention of a national portfolio of sponsors and premium clients.
- Supervision of the proper execution of contractual rights and activations, including matchdays.
- Institutional representation of the club with corporate partners, strategic stakeholders and public authorities.

Paris La Défense Arena / Racing 92 – Sponsorship & Corporate Events Manager

Paris, France | 2023 – 2025

Racing 92: one of the leading rugby clubs in Europe.

Paris La Défense Arena: the largest indoor arena in Europe and a flagship multi-purpose venue.

- Responsible for national and international sponsorship sales across two premium assets:
 - Racing 92 (Top 14 and European competitions)
 - Paris La Défense Arena (sports, concerts and corporate events)
- Commercialisation of sponsorship assets, VIP hospitality, corporate events and brand visibility opportunities.
- Management of over €8M in annual revenue generated through sponsorships and events.
- +65% growth in sponsorship revenues.
- Renewal of strategic partnerships exceeding €2M in total value.
- Acquisition of new commercial partners worth €1.7M.
- Development and closing of multi-asset, multi-year agreements with major brands.
- Close coordination with marketing, operations and production teams to ensure high-quality delivery of sponsorship activations.
- Sale and organisation of premium corporate events (full venue buy-outs, hospitality programmes, tailor-made brand experiences).
- Direct relationship with C-level decision-makers, agencies and international brands.

Racing 92 – Sponsorship Account Manager

Paris, France | 2021 – 2023

- Management of a €7M sponsorship portfolio.
- Brand activation and visibility across stadium, digital platforms and events.
- Cross-department coordination to ensure full contractual compliance.

Kappa Europe – Sponsorship Manager

Nantes, France | 2020 – 2021

- Management of sponsored professional clubs in France, the UK and Spain.
- Brand activations, equipment management, communication and events.
- Direct interaction with professional clubs and international stakeholders.

USAP (Top 14) – Sponsorship Sales Manager

Perpignan, France | 2019 – 2020

- New business acquisition and sponsorship sales.
- Design of commercial offers and public relations activities.
- 50% growth of the commercial portfolio.

Education

- Master's Degree in Sports Organisation Management – Audencia Business School | 2020 – 2021
- Grande École Programme (Master in Management) – Audencia Business School | 2017 – 2021
- MBA Exchange Programme – IPADE Business School, Mexico City | 2020

Languages

- French: Native
- English: Advanced (C2 – TOEIC 920)
- Spanish: Fluent
- Italian: Basic (A1)

Key skills

- Revenue growth & business development
- Sponsorship sales & activation
- Key account management
- VIP hospitality & corporate events
- CRM: Salesforce, HubSpot, Sellsy
- Reporting & analysis: Excel
- Commercial presentations: PowerPoint, CanvaGestión de eventos y hospitalidad VIP