



## Franco Segarra **Valencia CF: Director of Data/Analytics, Strategy and Ticketing**

FIFA Diploma in Club Management Exec



07/04/1985



+34654967947



fraseque@gmail.com

Executive with 17+ years at the intersection of technology, data, and business strategy, combining a deep digital and analytics foundation with 8 years in a C-Level position (Board of Directors) at a top-tier football club. I transform organizations by embedding data-driven decision-making, AI-powered insights, and digital innovation to drive growth, operational efficiency, and strategic advantage.

Trilingual (Spanish, English, French) MBA holder with international experience across the USA, UK, France, and Spain. Founder of the VCF Innovation HUB, advisor and mentor to startups, teacher at universities and master programs, and FIFA-certified with the 1st Diploma in Club Management.

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## Experience

### **Valencia CF/ Director of Data/Analytics, Strategy and Ticketing**

May 2018- Current, Valencia (Spain)

#### Overview:

I lead multi-department operations of 25 professionals across Venue, Ticketing, Business Intelligence & Analytics, Digital, and Fan Engagement. My focus is on driving revenue growth, optimizing operations, and embedding a data-driven culture throughout the organization.

#### Key Achievements & Responsibilities

- Lead feasibility and revenue projection studies that secure €327M in funding from Goldman Sachs for the new stadium project.
- Oversee revenue operations for the new stadium, projected to generate €81M per season in matchday activities.
- Deliver over €25M in annual Matchday and Season Ticket revenues, attracting 1.2M+ attendees per season and >90% occupation in matchday.
- Drive digital transformation by implementing KPIs, AI-powered analytics, and CDP-based data governance in partnership with Microsoft, Tableau, Google, and Qlik to enhance efficiency and fan engagement.
- Coordinate and manage major events, including the Copa del Rey Finals (2018/19, 2021/22) and the Spanish Supercup in Saudi Arabia (2019/20, 2022/23).
- Serve as UEFA and RFEF Liaison Officer, overseeing ticketing and supporter operations for international and domestic tournaments.

### **Everis (NTT Data)/ Banking Analytics and Strategy Manager**

May 2015 - May 2018, Barcelona/London

Led analytics and strategic integration projects within the Banking Division, managing teams across Spain and the UK. Oversaw data-driven transformation, systems integration, and process optimization for major M&A operations.

- Directed branch application and card systems integration (Debit, Credit, Fraud, and ATMs) for the Banco Sabadell-TSB merger, managing a €2.1M annual budget.
- Managed the Banco Sabadell-CAM assets protection scheme, ensuring regulatory alignment and operational efficiency post-acquisition.

### **ehumanlife**/ CTO (Chief Technology Officer)

June 2014 - Jan 2015, Boston/Valencia

Together with the CEO, in charge of defining the strategic planning and technological roadmap (English C2 Mandatory). Team Size: 18 people. 300K€ budget.

### **Norauto** / Software Manager (International)

Jan 2014- June 2014, Lille (France)

Directed international software analytics projects, advising senior management on strategy, design, and technology. Operated in a bilingual (French B2) environment.

### **ainia** / AI+IT Project Manager

Dec 2011- Dic 2013, Valencia

Led AI, analytics, and digital transformation projects for the food sector, coordinating teams to deliver data-driven solutions and optimize business processes.

### **ITI (Instituto Tecnológico Informático)** / Data Scientist

Jul 2007- Mar 2011, Valencia

Developed AI and machine learning backend systems for Project RISE, focusing on data science, big data, and image recognition. Utilized C, C++, Python, and Java in research-driven technology development.

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## **Education**

### **FIFA**/ 1 st Diploma in Club Management

Mar 2021 - Feb 2022, Zurich

The FIFA DIPLOMA in Club Management aims to provide club executives (30 people) from all around the world with the latest practical know-how and insights from the industry, covering key areas in the successful management of football clubs. [More info](#)

### **UPV** / Master Degree in Artificial Intelligence and Big Data

Sep 2009 - Dec 2010, Valencia

### **UPV** / Bachelor of Engineering in Computer Science (Licenciado Grado Superior Informática)

Sep 2003 - Jul 2008, Valencia

Native in Spanish and English. Fluent in French:

**C2-Proficiency in English Certificate (ECPE)**, Michigan University

**C1-Advanced English Certificate**, Cambridge University

**B2- DALF French Certificate**, Institut Français