

DAVID RODRIGUEZ PARDO



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Sports industry professional with strong experience in business development, marketing, and event management. Throughout my career, I have worked across sponsorship, retail, marketing, ticketing, and event organization, with the goal of creating value for both people and brands while driving revenue growth and new business opportunities.

Proven track record in revenue growth, fan engagement, CRM-driven sales strategies, and partnership activation. Experienced in managing B2B and B2C sales pipelines, key accounts, and cross-functional teams. My international experience, working fluently in both Spanish and English, allows me to connect brands, people, and events at both local and global levels. I am recognized for my ability to coordinate multidisciplinary teams, lead strategic projects, and transform commercial initiatives into high-value experiences for fans, members, and partners.

I am deeply committed to contributing positively to an industry I am truly passionate about: **Sports**.

EDUCATION	EXPERIENCE
Sports Marketing Master's Degree <i>LA LIGA Business School (Madrid)</i> 2020-2021	UD IBIZA Director of Strategy & Development <i>Ibiza, Spain / 2023 - Today</i> <ul style="list-style-type: none">Oversee the marketing, commercial, retail, operations, IT & ticketing areas, ensuring alignment with business objectives, revenue growth, and fan engagement.Propose and implement commercial and business development initiatives focused on brand growth, fan acquisition, fan retention, and long-term revenue generation.Provide strategic support to the General Management, including performance reporting and progress analysis.Manage strategic partnerships, key accounts, and stakeholders, leading B2B relationships, sponsorship sales discussions, and contract negotiations with public and private entities.
MSc In Sport & Event Management <i>KEDGE Business School (Marseille)</i> 2019-2020	Head of Business Development <i>Ibiza, Spain / 2022 - 2023</i> <ul style="list-style-type: none">Led business development initiatives, identifying new revenue streams through sponsorship sales, ticket sales strategies, and commercial partnerships.Supervised ticketing operations, matchday revenue, stadium operations, and sponsorship activation, optimizing attendance growth, inventory management, and fan experience.Collaborated with partners and brands to create engaging experiences for customers and fans.Designed and implemented the club's ticket sales strategy, including season ticket sales, membership programs, CRM segmentation, and omnichannel fan experiences to drive fan acquisition and retention.Led sponsorship sales and account management, acquiring, retaining, and renewing partners through rights packaging, activation planning, and upselling opportunities.Supported digital marketing campaigns, CRM-driven email marketing, and paid media activations to increase fan engagement, audience growth, and ticket conversions.
Specialist In Capital Markets & Structured Finances <i>Instituto de Estudios Bursátiles (Madrid)</i> 2017	
Postgraduate In Business Administration <i>University of Riverside (California)</i> 2016	Responsible of Sponsorship Activation <i>Remote, Madrid, Spain / 2021 - 2022</i> <ul style="list-style-type: none">Planned and executed sponsorship activation campaigns, maximizing partner ROI, brand integration, and commercial revenue through measurable activation KPIs.Coordinated internal and external stakeholders to ensure correct execution of commercial agreements.Monitored sponsorship performance, producing data-driven reports, KPI dashboards, and ROI analysis for internal stakeholders and brand partners.
Bachelor's Degree in Business Administration <i>Universidad Europea (Madrid)</i> <i>PACE University - Lubin School of Business (New York)</i> 2012-2016	

LANGUAGES		EXPERIENCE	
<div><div></div><div>Spanish Native</div></div> <div><div></div><div>English Bilingual</div></div> <div><div></div><div>French B2</div></div>		<div>SPONSOR UNITED International Expansion Team <i>Remote, Málaga, Spain / 2020 - 2021</i><ul style="list-style-type: none">Supported international business development and market expansion across the EMEA region.Coordinated with the company's sales team, sponsors and rights holders, supporting B2B commercial relationships.Monitored sponsorship performance, activation planning, and partner ROI, producing performance reports and KPI analysis to support commercial decision-making.Supported contract negotiations, account management, and sponsorship sales proposals, strengthening client relationships and revenue-generating partnerships.</div> <div>Sponsorship Executive <i>Remote, USA / 2020</i><ul style="list-style-type: none">Analyzed sponsorship agreements and commercial partnerships with national and international brands, tracking performance and activations.Produced data-driven sales reports for senior management.</div> <div>VAMVAS ORIGINALS Co-founder/BDO <i>Remote, Los Angeles, CA / 2015 - 2019</i><p>Co-founded an entrepreneurial project focused on the design, production, and commercialization of footwear, combining sustainable material innovation with branding and growth strategies in the responsible fashion market.</p><ul style="list-style-type: none">Collaborated in sales, marketing, operations, and supply chain, supporting business development and commercial execution.Managed relationships with strategic partners, suppliers and distributors, negotiating commercial terms and contracts.Implemented marketing and digital campaigns, supporting brand positioning, omnichannel retail and e-commerce sales strategies, customer acquisition, and audience growth in the U.S. market.</div>	
TECHNICAL			
<ul style="list-style-type: none">CRM & Sales Salesforce, HubSpot, Sales Reporting, CRM SegmentationData & Analytics Excel, Power BI, Google Analytics, Blinkfire, KPI Dashboards, ForecastingMarketing & Fan Tools Acumbamail, Mailchimp, Meta Ads, Google AdsTicketing Platforms Ticketmaster, AVET, RezolveWeb/App Platforms Maker			
SKILLS		<div>ADDITIONAL EXPERIENCE</div> <div><div>HOTEL VILLAPADIERNA Marketing Specialist <i>Málaga, Spain / 2018</i> Marketing department support</div><div>WEFANS Brand development consultant <i>Madrid, Spain / 2018</i> Sports Fan experience app</div><div>YALLA (Association) Volunteer <i>San Diego, CA (EEUU) 2017</i> Refugee Integration Into society through the practice of football.</div><div>VIP Partners Marketing Specialist <i>Riverside, CA (EEUU) 2016</i> SME consulting services In Riverside, CA.</div></div>	
<div><div><ul style="list-style-type: none">NEGOTIATIONREPORTINGMARKET ANALYSISEVENT ORGANIZATIONTEAM MANAGEMENTSTRATEGIC PLANNINGCOMMERCIAL MINDSETCROSS-FUNCTIONAL COLLABORATION</div><div><ul style="list-style-type: none">KEY ACCOUNT MANAGEMENTCLIENT-CENTRIC IDENTIFICATION OF BUSINESS OPPORTUNITIESRESULT DRIVEN MINDSETSTAKEHOLDER MANAGEMENT</div></div>		<div>REFERENCES</div> <div><div>Carlos Ausell Roca <i>Financial Director</i> <i>Levante UD</i></div><div>Massimo Adalberto Benassi <i>CEO Deportivo de la Coruña</i></div><div>Roberto Nouche Novais <i>Business Development</i> <i>Director UD Ibiza</i></div></div>	