



OWEN DELARUE

JOHAN CRUYFF INSTITUTE GRADUATE

CONTACT

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- Barcelona, Spain
- Driver's license B

EDUCATION

Master in Sport Business

2023 - Current
Johan Cruyff Institute Barcelona
Grade:

Bachelor in Business Management

2020 - 2023
VIVES University Kortrijk
Grade: Distinction

EXTRA LEARNING

- Sport Business European Congress
- Talent Scout 1 - Voetbal Vlaanderen
- The FA Level 1 Introduction to Talent Identification
- Level 1 Talent Identification in Football - PFSA
- Level 1 Technical Scouting in Football - PFSA

SKILLS

- Sports Sponsorship
- Fan Engagement
- Sport Marketing
- Commercial Management
- Creativity & Flexibility

PROFILE

Recent Sport Business Master's graduate from Johan Cruyff Institute in Barcelona. Passionate about sports industry innovation. Skills in sponsorship, marketing, fan engagement, and sales. Hands-on experience includes internships at SLICE Athlete Services, Del-Sport Soccer Center, and KV Kortrijk. Completed trainee position at Club Bruges, focusing on sales, partner reporting, and visibility, hospitality, and activations. Strong in sponsorships, fan engagement, marketing, and commercial management. Dedicated to contributing to innovative sports organizations.

RELEVANT WORK EXPERIENCE

- Nov 2023 - Apr 2024**
SLICE Athlete Services
Trainee Sports Agent
- Prospecting for professional athletes to help them in their off-court career, Sponsorship Management, Social Media Management, Personal Branding, and Partnerships.
- Jul 2023 - Sept 2023**
KV Kortrijk
First Team Scout Assistant
- Identifying & analyzing prospective target players, video analysis, identifying potential market opportunities, collating & creating individual player stats, decision-making, analyzing offered players and youth players.
- Apr 2023 - Jun 2023**
Club Brugge KV
Trainee Sales Department
- Interned as a Trainee in the Sales Department: Support Reporting Partners - visibility, hospitality, and activations, Customer B2B clients, CRM support (iXpole), Support for commercial events & competitions, helping business clients on match day, preparing business presentations, and cold calling.
- Jan 2021- Jul 2023**
Del-Sport Soccercenter, Waregem
Retail Salesperson
- During my weekends and vacations, I worked as a Retail Salesperson in a football-specialized retail store: Assisting customers, Providing tailored advice, Inventory checks, Sales, and Restocking.
- Sept 2022 - Apr 2023**
Holy Chili
Co-Founder
- My team and I founded a learning company to reduce the price for our end-of-year student trip to Chile & Argentina - Developing a sustainable business, sales, planning, and managing a team of 17 students to reach our goals.

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SOFTWARE

MS Office 365 (Word, Excel, PowerPoint, Outlook) & IOS

Canva

Social Media Platforms

CRM (iXpole)

Wyscout & Eyeball

LANGUAGES

Dutch - Native

English - C1

French - B2

Spanish - B1

AREAS OF INTEREST

- Sport Sponsorship, Partnerships & Activation
- Fan Engagement
- Sport Marketing
- Sport Management
- Business Development
- Sales
- Talent Identification

ACHIEVEMENTS

-  Completed an internship at the Sales Department of Club Bruges and received positive feedback from supervisors.
-  Managed several professional padel players with their partnerships, personal branding and social media management.
-  Identified 16 new player transfers during the summer transfer window for KV Kortrijk.
-  Managed a team of 17 students to reach our project goals of our end-of-year student trip to Chile and Argentina about circular economy and sustainability.

REFERENCES

“Owen has a very proactive attitude. He does not shy away from taking the lead and shooting into action, even when the situation seems dire (e.g. due to lack of time). Furthermore, he works meticulously towards a result and always comes up with a finished file. Great work!”

Lucas Tampere, Sales Manager Club Brugge

Lucas Tampere

Sales Manager, Club Brugge

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