

# Marwan M. El Sherbini

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## Professional Summary

Accomplished sports management professional with 9+ years of proven success in high-stakes negotiations, revenue generation, and strategic partnerships across MENA and European markets. Demonstrated track record closing complex, multi-party agreements valued at six and seven figures. Expert at building cross-functional relationships across sports organizations, media outlets, broadcasters, and brand stakeholders. Combines deep business acumen with operational excellence to deliver measurable results in fast-paced, ambiguous environments.

## Core Competencies

**Business Development & Sales** | Revenue Generation | Partnership Management | Contract Negotiation | Stakeholder Relations | Account Leadership

**Marketing & Brand Strategy** | Media Rights Monetization | Commercial Partnerships | Digital Content Production | Sponsorship Management

**Leadership & Operations** | Cross-Functional Coordination | Vendor & Team Management | Remote & Multicultural Environments | Project Delivery

## Professional Experience

### Managing Partner | Libero Sports Management

Cairo, Egypt | July 2016 – Present

Independently manage all business development, negotiations, and partnerships for high-profile sports management firm serving elite football talent, clubs, and broadcasters across MENA and Europe. Generate revenue through player representation, media rights structuring, and commercial partnerships.

### Executive Coaching & Player Representation:

- Successfully negotiated appointment of José Peseiro as Zamalek SC Head Coach, coordinating complex multi-party terms, staff contracts, and stakeholder alignment across legal, management, and federation entities
- Managed high-profile coaching transitions including José Gomes tenure (2024 season) and Rui Vitória's appointment as Egypt National Team Head Coach, ensuring seamless stakeholder coordination and timely delivery under tight deadlines
- Optimized player contracts, increasing Mahmoud Abdel Razek "Shikabala"'s compensation to highest-paid status at Apollon Smyrnis through strategic negotiation and market analysis

- Procured image rights for elite athletes including Riyad Mahrez, enabling brand integrations and commercial campaign execution
- Built and maintained high-trust network of 100+ stakeholders across clubs, agents, broadcasters, and brands to accelerate deal cycles and unlock opportunities

#### **Media Rights & Broadcasting:**

- Generated \$250,000 USD in revenue and secured 22M+ views by co-producing and monetizing digital show "Stars of Fantasy," translating audience growth into measurable commercial outcomes
- Maximized inventory yield by selling 85% of TV ad slots for 2017 Arab Club Championship, exceeding fill-rate targets through strategic positioning
- Secured premium TV and commercial rights for marquee international matches (Al Ahly vs AS Roma, UAE), delivering cross-border media value to brands and broadcasters

#### **Sponsorship & Endorsement Strategy:**

- Engineered full-cycle LG-Hazem Emam three-year endorsement renewal and commercialization, delivering co-branded TV product line (sold out), outdoor billboard campaigns aligned to brand KPIs, and social media strategy driving conversion and brand lift
- Structured multiple sponsorship agreements for Ahmed Hossam "Mido," defining clear deliverables and rights to achieve brand ROI objectives
- Collaborated with major English Premier League clubs (Liverpool, Manchester United, Tottenham, Chelsea) on partnership initiatives for leading Egyptian brands, including packaging design and activation planning

### **Marketing Manager | Egyptian Football Association (EFA)**

**Cairo, Egypt | January 2016 – April 2016**

Drove marketing strategy and commercial negotiations for Egypt's national football governing body, supporting national team and cup competition initiatives.

- Increased Egypt Cup/Super Cup TV rights value by 213% (from 3.2M to 10M EGP) by improving tender competitive dynamics, packaging, and value proposition
- Organized high-impact EFA and Egypt National Team press conferences supporting partner activation goals and media outreach objectives
- Ensured commercial partnership compliance, reducing financial penalties through governance improvements and contract oversight

### **Production Manager | Malak Scarves Garment Factory**

**Cairo, Egypt | 2012 – 2014**

Managed end-to-end production operations for apparel manufacturing company with 120+ employees across multiple departments.

- Developed and launched 4 new hijab models, with 2 achieving top-seller status during 2013 summer season, contributing to revenue growth
- Supervised 120+ production staff across design, manufacturing, quality, and logistics departments

- Coordinated daily operations, production schedules, and logistics to meet delivery timelines and quality standards
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## Education

### **MSc Sport Management and the Business of Football**

*Birkbeck, University of London | 2014–2015*

Specialized coursework: Sport Economics, Sports Law, Governance, Marketing, Event Management

### **BA Political Science** (International Relations & International Law), Minor in Economics *The American University in Cairo (AUC) | 2009–2013*

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## Additional Experience & Skills

### Sports & Coaching

- Competitive football player (Birkbeck University of London, 2015)
- Youth football coaching experience

### Technical Proficiencies

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Research & Analytics Tools (JSTOR, Academic Search Premier)

### Languages

- English (Fluent)
- Arabic (Native)
- French (A2)
- Spanish (A1)

### Other

- Military Status: Exempt