

# Mark Dodson



## Contact

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## Core Transactional & Sporting Capabilities

### • End-to-End Player Transaction Support

Supporting the full transaction lifecycle: strategic definition, internal alignment, negotiation preparation, execution support, and post-deal review.

### • CFG-Style Multi-Club Coordination

Experience advising across multiple entities while maintaining consistency, discipline, and adherence to shared principles.

## Summary

International football executive with experience supporting recruitment strategy, transaction governance, and negotiation processes across professional club environments.

Proven track record acting as a trusted business partner to Sporting Directors, General Managers, and ownership, advising on player-related decision-making from strategic framing through transaction execution. Comfortable operating across multiple clubs, jurisdictions, and cultural contexts, ensuring consistent, transparent, and compliant practices aligned with group-wide principles.

Fluent in English, Spanish, and French, with strong commercial judgement, negotiation acumen, and the ability to operate effectively in high-pressure transfer windows.

## Experience

### Hello Sports (January 2024 – Present) (Madrid, Spain)

*Director, Football Strategy*

Independent advisory supporting clubs, ownership groups, and senior executives alignment between governance and academy structures and player trading strategy

- Acted as a strategic partner to Sporting Directors and senior leadership, advising on recruitment priorities, player pathways, and market positioning.
- Supported player transactions across European and American markets, helping define negotiation strategies aligned with sporting, financial, and institutional objectives.
- Advised on multi-club and cross-border considerations, including cultural dynamics, regulatory environments, and stakeholder alignment.

## • Negotiation Strategy & Execution Support

Direct and indirect support to negotiations with clubs, agents, and players, including scenario modelling and risk assessment.

## • Player Trading Governance & Compliance

Embedding structured decision frameworks to ensure transparency, accountability, and alignment with long-term sporting strategy.

## • Stakeholder & Relationship Management

Building durable relationships with **Sporting Directors, executives, agencies, and external clubs** across international markets.

## • Strategic & Financial Analysis

Advanced Excel and PowerPoint skills used to support valuation logic, deal comparisons, and executive decision-making.

## Education

### Barça Innovation Hub

Managing Director in Sports Program (2025/26)

### Columbia University

New York, New York  
Master of International and Public Affairs

Teaching Assistant, Executive MBA program.  
• Graduated Cum Laude

### Thunderbird

Glendale, Arizona

- Maintained strong working relationships with clubs, agents, and senior executives, identifying value-creation and pathway opportunities.

## Everstone Global (2021-Present) (Madrid and Washington D.C.)

Strategic advisory firm supporting ownership and leadership on football operations and player trading governance.

### *Sports & Football Operations Advisor*

- Provided insight and recommendations on player trading frameworks, recruitment structures, and transaction decision-making.
- Supported leadership through complex negotiations and sensitive situations, offering clarity and structured analysis.
- Helped embed consistent principles around player transactions, squad planning, and long-term sporting value.

## Málaga C.F. (2019 -2021) (Málaga, Spain)

### *Executive Advisor to the General Manager*

- Served as a senior advisor to the General Manager during a period of organizational and competitive transition, supporting decision-making across sporting operations, governance, and long-term planning.
- Worked closely with sporting leadership to align academy, recruitment, and first-team priorities with the club's long-term objectives, particularly under financial and competitive constraints.
- Acted as a bridge between sporting, executive, and operational functions, helping leadership navigate trade-offs between short-term performance pressure and institutional stability.
- Supported strategic initiatives related to organizational structure, stakeholder alignment, and external partnerships, ensuring decisions reinforced the club's identity and long-term direction.
- Contributed to maintaining coherence and credibility during a sensitive phase of the club's evolution.

## Eyesynth 2014 – 2018 (Madrid, Spain) (<https://eyesynth.com>)

### *Board Member & Strategic Advisor*

Eyesynth develops AI-driven wearable systems that convert 3D vision into spatial sound, empowering blind and visually impaired people to navigate independently.

- Served as a Member of the Board of Directors, contributing to oversight of corporate strategy, governance, and long-term planning within a sports

Master of Business Administration (MBA): International Marketing Internship at European Home Shopping (ecommerce pioneer).

#### **Bucknell University**

Lewisburg, Pennsylvania  
Bachelor of Arts: International Relations and French  

- Recipient of Anna Marie Mahr academic scholarship.
- Semester abroad at Université François Rabelais, Tours, France.

#### **EAE Business School**

Barcelona  
Master of Online Marketing and E-commerce: SEO, SEM, performance metrics, and content strategy

technology company operating at the intersection of sport, accessibility, and innovation.

- Acted as a strategic advisor to founders and executive leadership, supporting alignment between product vision, commercial positioning, and institutional growth objectives.
- Contributed to fundraising strategy and investor communications, helping articulate long-term value creation and strategic narrative to external stakeholders.
- Provided cross-functional perspective across technology, commercial, and strategic considerations, supporting leadership decision-making in a scaling organization.

#### **Independent Strategic Advisor - Football & Sports Organizations**

**(2013-2014)**

- Provided selective advisory support to clubs and sports organizations on strategic planning, organizational alignment, and leadership decision-making.
- Engaged on discrete, senior-level mandates rather than executional consulting, often during periods of transition or uncertainty.
- Focused on helping organizations clarify priorities, manage trade-offs, and maintain continuity across sporting and institutional objectives.

#### **Alianza de Fútbol (March 2012-August 2012)**

*Manager, Soccer Operations*

Alianza de Fútbol is the Premier Hispanic Soccer Program in the U.S. Its goal is to provide Hispanic communities with the most prestigious local and national soccer programs in the country to help them fulfill their athletic potential and succeed in education, work, and life.

- Coordinated elite player identification events and trials across multiple markets.
- Supported player evaluation and pathway decisions, liaising with scouts, coaches, and external stakeholders.
- Gained hands-on exposure to talent assessment and operational execution.

#### **Biovest (2008-2012) (New York, NY, USA)**

*Associate - Strategic Marketing & Business Development*

- Supported leadership on market positioning, growth initiatives, and strategic partnerships within an emerging company environment.

- Developed experience operating in resource-constrained settings, balancing ambition with practical execution — a perspective later applied in professional football contexts.

### **The Walt Disney Company (2005-2007) (New York, NY, USA)**

*Marketing Analyst*

- Worked within a global media and entertainment organization, gaining early exposure to complex stakeholder environments, brand governance, and large-scale operational decision-making.
- Contributed to cross-functional initiatives spanning strategy, partnerships, and execution, developing an understanding of how institutional priorities are translated into action across large organizations.

### **JP Morgan Chase (New York, NY) (2000-2002)**

*Senior Investment Banking Analyst*

- Developed a foundation in financial analysis, structured decision-making, and risk assessment within a highly regulated, performance-driven environment.
- Gained early experience working with senior stakeholders, data-driven evaluation, and disciplined planning processes that later informed work in ownership and governance contexts.

### **Languages**

English: Native

Spanish: Fluent

French: Fluent

### **Additional Information**

- Experience operating across multiple clubs and jurisdictions
- Strong cultural intelligence and international negotiation sensitivity
- Background combining football operations, commercial judgement, and governance
- Comfortable supporting senior leadership in high-stakes, time-sensitive environments
- NCAA Division I Soccer Alumnus
- Tours F.C. ex-player (French Division 3)