

SAUL ZAMBRANO QUINTERO

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MBA with 13 years of experience in management, leadership and project administration. I've strong skills in team management, event operations, strategic marketing, communications and public relations. I have a holistic business view, where harmony, alignment and a good communication with stakeholders is key. I've solid experience in top brand management, campaigns, digital strategies, activations, sponsorships, asset management, negotiations and important relationships with assets and partners. Also, I've strong leadership and public speaking skills, the ability to take decisions, a focus on goals and KPI's, good time management, team work and an analytical mindset oriented to problem solving.

EXPERIENCE

RC CELTA.

International Commercial Executive

Jun. 2022 – Current

Spain, Mexico and United States

- Lead the club's internationalization process in markets such as Mexico and the United States.
- Create, develop and execute the internationalization strategy for the Club.
- Develop new markets looking for increase in revenue and brand awareness.
- Seek sponsorships and make partnerships with key stake holders.
- Develop the sponsorship and strategic alliances, establishing the relation, prospecting clients and close the business partners.

CONMEBOL.

Country Manager Colombia Copa América

Nov. 2019 – Sept. 2021

Colombia

- Leading the Copa America Project and all the relevant actors involved in the event.
- Strenghtening the relationship with local goverments, the central goverment and different stakeholders looking for the best conditions to do the event.
- In charge of the signing of 4 major contracts, 4 contracts with sports entities and a contract with the Sports Ministry.
- Doing an agreement with the National Police for the event's security, and the start of the operation with more than 4.000 officers.
- Determining the ideal assets for the event's operation, such as locations, transportation, security, logistics, medical agencies, among others, and their respective contracts.
- Leading and coordinating more than a 100 people of the team for the correct execution and the excellence of the event's organization.

DIMAYOR – División Mayor del Fútbol Colombiano.

Club Licensing Director

Feb. 2017 – Sept. 2021

Bogotá, Colombia

- Leading the Club Licensing Project and the Financial Fair Play inside the Colombian National League, helping to develop and grow the local football product.
- Leading the implementation process of Biosecurity Protocols inside the National Football League achieving more than 600 games in a pandemic context.
- Creating, implementing and leading strategies that focus on the institutional developing and the growing of the sports, financial and administrative aspects of the National Football League.
- Communicating and maintaining a strong relationship with international and top national management people.
- Organizing, managing and coordinating sports events.

DIMAYOR – División Mayor del Fútbol Colombiano.

Social Responsibility Director

Feb. 2016 – Jan. 2017

Bogotá, Colombia

- Leading, developing and negotiating alliances with different public and private entities for the promotion of the social responsibility policies in media, and increasing football awareness in the country.

Adidas Colombia.

Sports Marketing Specialist

Jan. 2013 – Jan. 2016

Bogotá, Colombia

- Planning, executing and implementing of marketing campaigns, digital strategies and asset and partnership activations by the brand.
- Planning and executing asset activation plans and partnership rights in the football category.
- Negotiating sponsorship contracts for partners, associates and players.
- Negotiating and signing more than 50 contracts with athletes and brand assets, including a big negotiation with the German HQ.
- Managing a 70% increase in the number and quality of the athletes sponsored by the Brand, and their positioning.
- Being responsible for the area's budget (close to USD \$5 Mil.) and the inventory for the assets and partnerships.
- Participation in international events:
 - o FIFA World Cup Brazil 2014.
 - o Copa America Chile 2015.
 - o World Cup 2014 Qualifiers Games.
 - o U20 FIFA World Cup Turkey 2013.
 - o U20 FIFA World Cup Colombia 2011.
 - o U20 FIFA Sudamerican Tournament (Argentina – 2013 and Uruguay – 2015).
- Leader of the best roll out for adidas in the Brazil FIFA World Cup 2014 with more sponsored assets in the field.

Adidas Colombia.

Jun. 2012 – Dic. 2012

Bogotá, Colombia

Digital and Media Specialist

- Planning, executing and implementing digital and social media campaigns.

- Being responsible for the increase in followers and a 50% engagement with the brand on digital platforms.

Adidas Colombia.

Feb. 2011 – Jun. 2012

Bogotá, Colombia

Pr and Brand Specialist

Codensa – Emgesa (Enel)

Feb. 2010 – Jan. 2011

Bogotá, Colombia

Communication Assistant.

PRESENTATIONS AND SEMINARS

Teacher - Speaker

2018 – 2021

Teaching guest for seminars and master classes

- Sports seminar at Universidad de Los Andes Bogotá, Colombia
- Sports seminar at Universidad Sergio Arboleda Bogotá, Colombia
- Sports seminar at Universidad de Antioquia. Medellín, Colombia
- Sports seminar at Universidad San Buenaventura Cali Cali, Colombia
- Sports seminar at Universitas Venezuela

EDUCATION

MBA in Sports Management and Entertainment. La Liga Business School. Madrid. Spain.

Nov. 2021 – Sept. 2022

Project Management course. Pontificia Universidad Javeriana. Bogotá, Colombia.

Sept. 2021

Master in Business Administration - MBA. Universidad de Los Andes. Bogotá, Colombia

Ago. 2017 – Jul. 2019

Social Communication. Pontificia Universidad Javeriana. Bogotá, Colombia.

Ago. 2004 – Oct. 2010

OTHER EDUCATION

Sports Management diploma. CONMEBOL (Programa Evolución)

Sept. 2020 – Dic. 2020

Advanced Google Analytics Course. Google Analytics Academy.

May. 2019

OTHER SKILLS

- English (C1)
- Spanish (native)