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Lionel Messi 2023-2025 Annual Performance Review

Position: Chief Football Officer & Brand Ambassador **Reporting to:** Board of Directors and Shareholders

一、Annual Work Overview (Executive Summary)

Over the past three years, I have successfully orchestrated one of the most transformational periods in my professional career, executing a strategic pivot that has redefined global football markets and established new performance benchmarks across multiple leagues. My transition from European operations to spearheading North American market expansion has resulted in unprecedented commercial success, culminating in our organization's first MLS Cup championship and consecutive MVP recognitions.

My leadership has driven measurable impact across all key performance indicators: leading Inter Miami to historic achievements, maintaining elite international performance standards with Argentina, and expanding our global brand footprint to reach over 500 million social media followers. The strategic decision to relocate operations to Miami has generated estimated economic impact exceeding \$1 billion for the region while establishing new precedents for athlete-driven market transformation.



Figure 1: Messi with Inter Miami in 2025

二、Key Performance Indicators (Key Performance Highlights)

Achievement 1: Market Transformation and Revenue Generation

Upon joining Inter Miami in July 2023, I immediately implemented a comprehensive performance strategy that transformed the organization from a bottom-tier franchise into championship contenders. Through strategic on-field leadership and commercial partnerships, we achieved:

- First-ever trophy (Leagues Cup 2023) within 6 weeks of my arrival
- 74-point regular season record in 2024 (league record)
- 2025 MLS Cup championship with 3-1 victory margin
- Consecutive MVP awards (2024, 2025)
- First player in league history

The commercial impact has been equally substantial, with jersey sales becoming the best-selling worldwide and ticket demand creating a “Messimania”phenomenon across North America.



Figure 2: Messi with Inter Miami in the 2023 U.S. Open Cup

Achievement 2: International Excellence and Legacy Completion

Concurrently with domestic success, I maintained exceptional international performance standards, leading Argentina to our third consecutive major tournament victory. Key accomplishments include: - 2024 Copa América championship (third international title) - Surpassing Ferenc Puskás with 405 career assists across all competitions - Establishing record for most Copa América appearances (39) - Achieving 60 international assists - most in men's football history

This sustained excellence across dual leadership roles demonstrates exceptional capacity for managing complex, high-pressure environments while delivering consistent results.

III. Core Project Deep Dive (Deep Dive)

Situation: When I assumed leadership of Inter Miami's football operations in 2023, the organization faced significant challenges - no playoff history, limited global recognition, and 14th place Eastern Conference standing.

Task: Transform a struggling franchise into championship contenders while simultaneously establishing MLS as a globally relevant football league.

Action: I implemented a comprehensive three-phase strategy: 1. Immediate impact through tactical lead-



Figure 3: Messi facing off against Érick Gutiérrez of Mexico in the 2022 FIFA World Cup group stage

ership and team culture transformation 2. Systematic development of younger talent (evidenced by assists to players like Mateo Silvetti) 3. Strategic brand positioning to attract global attention and investment

Result: Within 24 months, we achieved our primary objectives: MLS Cup championship, consecutive MVP awards, and establishing new league attendance and revenue records. The franchise valuation increased substantially, while my presence elevated MLS's global profile significantly.



Figure 4: Messi dribbling past Patrice Evra of Juventus during the 2015 UEFA Champions League final

四、Shortcomings and Reflections (Critical Reflection)

While our achievements have been substantial, I acknowledge areas requiring continued improvement. The 2024 playoff elimination in the first round highlighted the need for enhanced postseason preparation protocols. Additionally, the Hong Kong exhibition controversy in February 2024 demonstrated the importance of proactive communication strategies when managing global stakeholder expectations.

Moving forward, I am implementing enhanced sports science protocols to optimize performance consistency

and developing more robust crisis communication frameworks to protect organizational reputation across diverse international markets.

五. Future Strategic Planning (Strategic Outlook)

Having secured our contract extension through 2028, our strategic priorities focus on:

- Establishing Inter Miami as a perennial championship contender
- Developing next-generation talent through our expanded academy system
- Leveraging our production company (525 Rosario) to create innovative content partnerships
- Expanding our Más+ beverage brand across North American markets

The foundation we have built positions us for sustained success while continuing to elevate football's profile across North America. Our upcoming initiatives in youth development and commercial innovation will ensure this transformation extends well beyond my playing career.

This performance review represents not just individual achievements, but the successful execution of a visionary strategy that has transformed multiple organizations while maintaining the highest standards of professional excellence. The measurable impact across sporting, commercial, and cultural dimensions validates our strategic approach and establishes a framework for continued success.