

## Professional Summary

Results-driven executive with 15+ years of experience in business development, strategy, and international relations within the sports marketing and talent management industry. Proven track record of driving revenue growth, forging strategic partnerships, and leading high-performing teams. Bilingual with expertise in sponsorship sales, activation, and international business development.

## Professional Experience

### Executive Vice President, Global Strategy & Business Development

Inazuma.co | January 2020 - Present

### Vice President, Strategy & Business Development

Wasserman Media Group | June 2015 - December 2019

#### **Key Achievements:**

- Generated \$50M in new revenue through strategic partnerships with top brands
- Developed and executed a global expansion strategy, resulting in a 30% increase in international clients

#### **Responsibilities:**

- Led business development efforts across sports marketing and talent management divisions
- Managed a team of 5 business development professionals

### Director, International Business Development

Octagon Sports | January 2012 - May 2015

#### **Key Achievements:**

- Secured \$20M in sponsorship deals with European brands
- Established partnerships with key stakeholders in the Asian sports market

#### **Responsibilities:**

- Identified and pursued new business opportunities in international markets
- Collaborated with cross-functional teams to develop tailored marketing strategies

### Manager, Sponsorship Sales

IMG Sports | June 2008 - December 2011

### **Key Achievements:**

- Exceeded sales targets by 25% through strategic account management
- Developed and executed activation plans for major sponsorships

### **Responsibilities:**

- Managed a portfolio of 10+ clients, ensuring high levels of customer satisfaction
- Worked closely with the marketing team to create engaging sponsorship packages

## **Education**

## **Technical Skills**

### **Languages:**

- English
- Spanish

### **Industry Knowledge:**

- Sports Marketing
- Talent Management
- International Business Development

### **Software Proficiency:**

- Microsoft Office
- Salesforce
- CRM Systems

### **Other Skills:**

- Sponsorship Sales
- Sponsorship Activation
- Basketball
- International Relations