**Gustavo Cupertino Marinho Pires**

88 Anchorage Ave Saint John NB, E2K 5R2

(437) 777 1971

[gcmpires@gmail.com](mailto:gcmpires@gmail.com)

# Summary

* Over 10 years of experience working with sports administration and team services at an elite soccer club and a national soccer federation;
* Participated in major sports events, including FIFA World Cup, Summer Olympic Games and several International Youth Soccer Tournaments;
* Worked with top coaches and players while developing a great understanding of crucial factors to optimize the sport performance;
* Accustomed to communicating with sports international governing bodies, local organizing committees and clubs; comprehension of critical aspects for an event’s success;
* Proactive and team oriented, able to work in fast-paced environments and to set priorities while multi-tasking;
* Proficient in Microsoft Office 365 package, Google G suite, video conferencing and cloud backup;
* Great communication skills in English, Portuguese and Spanish with extensive international travel experience.
* Seeking a career change into data analytics and programming.

# Professional Experience

## Co-founder, VP of Operations 2021 to date

**Footvolley Canada**

* Implementation of Footvolley Canada as a non-profit corporation focusing on the development of the sport within Canada.

## Manager, Field Operations / Head Coach 2021 - 2022

**North Toronto Soccer Club – Toronto, Ontario**

* Planification and execution of operational plans for the club’s League 1 and OPDL home games;
* Managed the club’s equipment inventory and acquisition of new equipment when needed.
* U13 boys and girls head coach.

## Volunteer 2020

**Canada Games Niagara 2022 – Niagara, Ontario**

* Role: Team Lead, Event Services Committee

## Administrative Manager 2019

**Clube Atletico Mineiro – Belo Horizonte, Brazil**

* Coordinated the implementation of a new management software to optimize the department workflow;
* Contributed to the organizational chart restructuring in accordance with the club’s guidelines.

## Soccer Academy Manager 2018

**Clube Atletico Mineiro – Belo Horizonte, Brazil**

* Coordinated 80 full-time team members maintaining regular meetings in order to improve internal communication;
* Developed a plan with procedures and goals for the academy’s multidisciplinary team;
* Reformulated the organization chart and opened new key job positions;
* Conducted orientation sessions with 200 youth players and parents to secure alignment with the club’s guidelines.

## Team administrator 2011 - 2017

## Brazilian Soccer Federation – Rio de Janeiro, Brazil

* Elaborated operational plans for training camps and international competitions focused on providing excellent services to coaches and players;
* Developed new procedures to guide other team members and organized a national database of players and coaches;
* Corresponded with International Federations and soccer clubs on a regular basis to conduct all necessary arrangements prior to the events.

## Volunteer 2010

**FIFA World Cup 2010 – Cape Town, South Africa**

* Role: Spectator services and ticketing functional areas.

## Supervisor of International Affairs 2008 - 2010

**Clube Atletico Mineiro – Belo Horizonte, Brazil**

* Designed and implemented international exchange programs for soccer players and coaches;
* Developed marketing strategies focused in acquiring new supporters worldwide.

# Education & Certifications

**Data Analytics Boot Camp –** University of Toronto, Canada (currently enrolled)  **2023**

**Getting started as a sport organizer** – Volunteer Toronto, Canada **2021**

**Respect in Sport for Activity** **Leaders** – Respect Group, Canada **2020**

**NCCP Make Ethical Decisions** – Coaching Association of Canada **2020**

**Soccer Coaching License “B”** – Brazilian Soccer Federation, Brazil **2017**

**Team Leaders’ Qualification Program** – Brazilian Olympic Committee, Brazil **2016**

**Business Management Diploma** – Fundação Dom Cabral, Brazil **2010**

**Bachelor of Physical Education** – Universidade Federal de Minas Gerais, Brazil **2007**