

Operation Management Executive

Highly analytical and results-driven executive with international experience leading all facets of operations management, business development/growth, event planning and organization, talent acquisition, FP&A, P&L, and public relations for startups and top-tier organizations across sports and entertainment industries while ensuring consistent attainment of most challenging objectives and double-digit growth with unequalled success.

Demonstrated history of managing high-value events and initiatives from initiation to completion within set budgetary and time constraints. Excel at anticipating, identifying, and capitalizing on market/industry trends to gain competitive advantage. Expert at hiring, training, leading, motivating, and collaborating with cross-functional teams to ensure attainment of collective targets. Adept at successfully analyzing organization's support needs, identifying deficiencies/opportunities, and developing novel solutions. Outstanding track record of introducing actionable sales and marketing strategies that deliver exponential revenue growth, brand awareness, and solid presence across international markets. Articulate and refined communicator; proficient at forging and nurturing professional relationships with clients and stakeholders at all levels leveraging interpersonal communication skills. Fluent in English and Portuguese and advanced Spanish.

Areas of Expertise

- Business Start-Ups & Growth
- Project Management Lifecycle
- Qualified Lead Generation
- Sports Events & PR
- Budget Allocation & Control
- Performance Management
- Stakeholder Engagement & Management
- Cost Reduction & Revenue Optimisation
- Strategy Development & Execution
- Social Media, Branding, & Marketing
- Advertising Campaigns & Partnerships
- Client Meetings & Presentations
- Team Leadership & Development
- Contract Negotiations
- Risk Assessment & Mitigation
- Process Improvements
- Commercial Planning & Sponsorship
- Stress & Conflict Management

Career Experience

The Striker Soccer News
Executive Director & Co-Founder

2020 – Present

Direct end-to-end operations associated with seamless startup and efficient management of soccer media outlet screening across Texas, Southern California, and Atlanta/Georgia. Head development and deployment of digital platform to be the voice of sports fans. Lead high-performance team of 30+ full-time internal and ad hoc-based external resources to plan, create, and post media content. Oversee recruitment of qualified talent, involving editors, reporters, and multi-media professionals to meet staffing needs. Manage financial planning and budgeting while uncovering and mitigating any potential risks.

- Spearheaded prospecting lifecycle and onboarded 1K+ paid subscribers.
- Devised and deployed outcome-driven initiatives to increase revenue by 90%+.
- Achieved an impressive 80% trial conversion with less than 3% churn for platform.
- Attracted a total of 300K+ users and generated 1M+ page views in just two years from launch.
- Ensured positive soccer environment to inspire, inform, and entertain media subscribers/users.
- Promoted digital transformation and confirmed continuous improvement via strong liaison with IT.

Austin Bold FC and Austin Aztex - USL Championship
General Manager & Business Director

2014 – 2020

Delivered exceptional leadership support in franchise management, including operational oversight, profit and loss accountability, talent acquisition/retention, revenue growth, and high-value negotiations. Oversaw creation and execution of tactical strategies to strengthen brand awareness. Supervised development and deployment of yearly budget worth \$3M+ while managing all facets of accounts payable and accounts receivable. Directed cross-functional team of 60+ members. Headed planning and organization of events while securing optimal deals for "Game Day" ticket and sponsorships. Served as key point of contact for national and international clubs.

- Steered 30+ tours per year with 25 to 30 players for each match within set budgetary constraints.
- Onboarded 50 players by negotiating contracts and confirming smooth registration, transition, and visa processing.
- Led full lifecycle of Stadium construction worth \$6M+ from site selection to on-time completion in line with defined scope.

- Increased outreach and influenced general public by nurturing community relations and deploying marketing campaigns.

Circuit of The Americas

2016 – 2019

Director for Private and Special Events

Headed full spectrum of non-motorsports and non-music events at Formula 1 racetrack in the USA. Collaborated with private client and agencies to host events while coordinating details and negotiating terms.

- Organized and promoted successful events, involving Winter Wonderland at The Circuit, Tuesday Night Bike Ride, and Coca-Cola World Cup Watch Party.

CR Flamengo (Brazilian Major League Soccer Club)

2013

Head of Operations

Managed all facets of game operations with an average attendance of 30K to 65K+ while ensuring safety and security of guests.

- Initiated club's new ticket sales operations with ticket sales revenue worth \$24M+.
- Steered two of Brazilians Arenas for the World Cup 2014, including Maracanã and Mane Garrincha.

GEO Events (Rede Globo Group Company)

2011 – 2013

Soccer and Events Director

Led planning and launch of Sports Events seeking the creation of brands with short- and long-term results. Oversaw sponsorship lifecycle, including development, commercialization, execution, and analysis. Directed sponsorship implementation at events, such as ticket distribution, guest relations/hospitality, talent booking, invitations, and client/property relationship management.

- Served as General Manager of Outplan System, Brazilian Biggest Soccer Ticket company with 5M+ tickets sold per year.

Traffic Sports Marketing

2010 – 2011

Project Manager

Oversaw functions related to execution of local/national marketing and advertising campaigns to increase ticket sales, maximize event awareness, and secure an attendance of 30K+.

- Acted as Marketing Manager for Fluminense FC, a Top 10 Brazilian Major League Soccer Club.

Coritiba FC (Brazilian Major League Soccer Club)

2009 – 2010

Marketing Manager

Administered development and management of Coritiba's season ticket program with 25K+ new memberships. Led marketing and commercial aspects of the club, including Sponsorship, Ticket/season ticket sales, Branding, Communication, and Events.

- Increased Coritiba's sponsorship sales by 80% in FY 2008/09 with an additional 60% increase in 2009/10.

CA Paranaense (Brazilian Major League Soccer Club)

2008

Commercial Director

Steered marketing and game entertainment for the team, involving ticketing operations for a weekly audience of 30K+. Managed prospecting, sponsorships renewals, advertising, corporate partnerships, and luxury suite sales.

- Optimized volume of Atletico's season ticket sales from 10K+ to 25K+ within 7 months.

Additional Experience

Commercial Manager, Publicar do Brazil (Carvajal Group Company) –

CEO and Commercial Director, Olá! Comunicação

Sports Marketing Analyst, Telecom Italia Mobile

Professor in Sports Business and Economics, Trevisan Business School, Faculdade Santa Cruz Inove and UniCuritiba

Education

MBA in Events and Sports Management

Universitat Politècnica de Catalunya (Spain)

Major in Economic

Faculdade Santa Cruz Inove (Brazil)

Affiliations

AMSA – Austin Men Soccer Association, Vice President 08/2020 - Present & Competition Committee – 10/2019 – Present

USL Championship, Board of Governors – 07/2018 – 04/2020 & Competition Committee – 12/2019 – 04/2020

Austin Sports Commission (Visit Austin), Board of Directors 10/2018 – 04/2020