

## STRATEGY ADVISOR

Football · Business · Investment

*Strategy, business and investment for clubs, investors and public institutions.*

Strategy advisor working at the intersection of football, business and investment — an AI-enabled research and strategic-intelligence practice built on over a decade of senior international advisory experience and formal education in football management, talent development, data and scouting. Led multi-year relationships with chief executives, regulators and public institutions across Europe and the Middle East. Focused on club and federation strategy, government sports strategy, growth, organisation and investment-related decisions.

### AREAS OF FOCUS

Club and federation strategy · Government sports strategy · Growth and internationalisation · Organisation and governance · Investment assessment · Talent-development systems

### PROFESSIONAL EXPERIENCE

#### Independent Strategy Advisor

2026–Present

Football Strategy, Business & Investment

- › Independent advisory practice focused on strategy, organisation, growth and investment in football, for clubs, investors, sports organisations and public institutions.
- › AI-enabled research and analysis — benchmarking, market scanning and document synthesis amplified by AI tools, applied with judgement.

#### Associate Partner (from 2020); previously Engagement Manager

2018–2025

Oliver Wyman — Dubai, United Arab Emirates

- › Led multi-year strategy and transformation programmes for major Middle Eastern tech groups, with direct responsibility for on-the-ground delivery and senior client relationships; supported successive contract renewals.
- › Advised national regulators and major companies on sector strategy, organisational transformation, data governance and performance management, including a national ICT-sector assessment in a major Gulf economy.
- › Built and led multidisciplinary teams and developed analytical tools used across multiple engagements, including performance dashboards, geo-marketing methodologies and sector indices.

#### Manager — Advisory

2017–2018

Delta Partners — Dubai, United Arab Emirates

- › Led a cross-continental engagement across Asia, the Middle East and Africa assessing next-generation mobile financial services for a Global Fortune 500 corporation.

#### Economic and Strategic Advisor

2016–2017

Government of the Canary Islands — Tenerife, Spain

- › Managed workstreams of a high-profile economic internationalisation programme: strategy definition, stakeholder alignment, market targeting and investment attraction.
- › Published “Islands of Opportunity” in the Financial Times’ fDi Magazine (2017).

#### Operations Manager

2015

Uber — Barcelona, Spain

- › Operations lead in the launch of a new product that pivoted the company’s business model in Spain.

#### Strategy Consultant

2013–2014

Delta Partners — Barcelona, Spain

- › Began a career in strategy consulting between Europe and the Middle East, working with executive boards from the first year on ambiguous, high-stakes strategic problems across markets, industries and cultures.

| FOOTBALL QUALIFICATIONS                                                                                                                                                                                         |  |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------|
| UEFA Certificate in Football Management (UEFA CFM)                                                                                                                                                              |  | 2024–2025 |
| UEFA Academy & University of Lausanne — Certificate of Advanced Studies, 10 ECTS. Organisation of world football, strategy and performance management, operations, marketing, events, finance and football law. |  |           |
| Master’s in Football Management and Game Methodologies                                                                                                                                                          |  | 2024–2025 |
| Universidad Europea de Madrid · Real Madrid Graduate School — 60 ECTS. Game models, tactical periodisation and academy direction; final thesis on youth talent development.                                     |  |           |
| Certificate in Football Data Analysis                                                                                                                                                                           |  | 2024      |
| Universidad Europea de Madrid · Real Madrid Graduate School — 6 ECTS. Event and tracking data, advanced metrics and analytical reporting for technical staff.                                                   |  |           |
| Professional Diploma in Football Coaching · Certificate in Football Scouting                                                                                                                                    |  | 2026      |
| Barça Innovation Hub — FC Barcelona. Systematic tactical-cognitive training methodology; performance analysis, opposition monitoring and talent-detection protocols.                                            |  |           |
| Introduction to Coaching Football · Introduction to Talent Identification in Football                                                                                                                           |  | 2024      |
| The FA — England Football Learning. Coaching foundations and the FA Four Corner model for long-term talent identification.                                                                                      |  |           |

| SELECTED APPLIED FOOTBALL WORK                                                                                               |  |
|------------------------------------------------------------------------------------------------------------------------------|--|
| <i>Selected academic and independently produced football work</i>                                                            |  |
| › Youth talent-development model — Real Zaragoza U13/U14 case study: master’s thesis (2025).                                 |  |
| › Opposition and match analysis — Real Zaragoza case study: independently produced tactical and statistical analysis (2025). |  |
| › Player assessment and scouting: individual scouting report (2025).                                                         |  |
| › UEFA Certificate in Football Management — applied case work: individual and six-person group coursework (2024–25).         |  |
| <i>Selected samples available on request.</i>                                                                                |  |

| ACADEMIC BACKGROUND                                                               |           |
|-----------------------------------------------------------------------------------|-----------|
| MSc in Management                                                                 | 2012–2013 |
| London Business School — London, United Kingdom — Santander Scholarship           |           |
| BSc in Economics                                                                  | 2006–2011 |
| Universidad Central de Venezuela — Caracas, Venezuela — Top 3 of graduating class |           |
| LLB in Law                                                                        | 2007–2012 |
| Universidad Metropolitana — Caracas, Venezuela                                    |           |
| BA in Liberal Arts                                                                | 2007–2012 |
| Universidad Metropolitana — Caracas, Venezuela                                    |           |

| LANGUAGES |                 |         |                |
|-----------|-----------------|---------|----------------|
| Spanish   | English         | Italian | Catalan        |
| Native    | Bilingual level | Fluent  | Conversational |