

# xavibové



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## Sports Marketing Consultant

I believe in a world where brands are engaged in a meaningful way. My mission, **creating meaningful brands** in sports. After developing the marketing and commercial area at **Nàstic**, I led the FIA European rally, **Rally Costa Brava** to sign its first title sponsor.

A global **equality movement** emerged to empower women in sport, I decided to be an active part of it and worked in the **UEFA Marketing Team** at WEURO 2017. As a sports marketing consultant, I led the Costa Rican all-time top scorer **'Rocky' Rodriguez** increase her engagement by 80%. I collaborate with the event **Fútbol Para La Igualdad**, where 1,000 kids have participated. Helped the women's football community **Futboleras** reach 20k monthly visits. Venue Marketing Manager at **UEFA Euro 2021**.

**Teacher** in the ESIC Master in Sports Marketing. 300 articles and 7 ebooks on women's football and collaborated with top media outlets as **Eurosport** and **Mundo Deportivo**.

## Experience

### 2017 - Currently • Sports Marketing Consultant

- Increasing Portland Thorns player 'Rocky' Rodriguez engagement by 80% and ranking in the top 10 New Balance Athletes with brand exposure
- Organising 6 events for Fútbol Para La Igualdad with over 1,000 participants and helped Futboleras to reach 20k monthly quality visits in 6 months
- Published 300 articles about women's football and written business articles for Mundo Deportivo at FIFA Women's World Cup 2019
- Implementing a digital marketing strategy to grow awareness and commercialize online courses of Barça Universitas in Portugal

### 2017 • UEFA Women's Euro • UEFA Marketing Volunteer

- Branding assets supervision in Stadium and surroundings
- Sponsorship and fan experience activation of KIA and Carlsberg
- Youth Programmes activities organization with over 70 kids
- Supervision of over 10 Food & Beverages concessions

### 2015 - 2017 • RallyClassics • Marketing Director

- Negotiating the first-ever title sponsor for Rally Costa Brava
- Helping to reach an 87% increase in participation with 150 teams
- Achieving a record TV and digital audience of 55M and 6.9M€ ROI
- Leading a marketing and operations on-site team of 10 people

### 2014 - 2015 • Nàstic de Tarragona • Marketing Assistant

- Creating a 360° sponsorship and marketing season plan
- Designing season ticket campaigns across digital and media
- Supervising the Hospitality area during matchdays
- Implementing fan experience activities in promotion play-offs

## Education

Business, Marketing, Digital  
ESIC Business & Marketing School  
University of Plymouth, United Kingdom

## Strengths

Creativity for designing effective strategies  
Empathy for delivering the highest value  
Curiosity for constantly improving results

## Languages

Spanish and Catalan, Native  
English, Proficient  
Portuguese, Advanced

## Blog xavibove.es

Branding in Women's Football  
Digital Business in Women's Football  
Career Advice for Unemployed

## Speakings

Athens Women's Football Summit, 2019  
Saudi Arabia Sports Business Course, 2019  
ESIC Sports Summit Barcelona, 2019

## Hobbies

Tennis, football, running  
Travelling  
Reading