



---

## **A brand to be proud of.**

Sports marketing executive with ten years of experience in Strategy, Revenue and Activation.

Worked at a player, club, federation and competition level. Today, creating value from the sponsor side of the game.

bove.xavier@gmail.com  
55 (21) 97091-7059

## Creating a brand on women's sports and music



### Sports & Entertainment Manager

Neoenergia (Iberdrola Brazil) (Jan 2023 - Currently)

Supervision of the area of Sports Marketing and Entertainment within the Marketing Department, overseeing the objectives, budget, activation and KPI's measurement. Leadership of the new team dedicated to women's sports and music festivals.



- ✓ Design and planning of the first FIFA Women's World Cup plan, launching a campaign on TV and digital ranked on the top 5 worldwide, featuring Geyse Ferreira and Rodrygo Goes.
- ✓ Negotiation and announcement of a partnership with Rock World, becoming the sustainable partner of Rock in Rio and The Town, educating about decarbonization through music festivals.
- ✓ Optimisation of partnership assets in the Brasileirão Feminino Neoenergia, such as content series in social media, pitch boards, monthly award, and competition identity.

- ✓ Creation of the Neoenergia Team of ambassadors to reinforce brand humanisation, announcing star athletes in cycling, Tota Magalhães, kitesurf, Bruna Kajiya, and running, Mirelle Leite.
- ✓ Established Neoenergia as the leading brand in the sector in women's sports association as well as among the top companies in the country supporting the women's game.
- ✓ Supported the achievement of the #1 position in the Brazilian energy sector in Brand Finance's ranking through women's sport and entertainment activation initiatives.



## Activating the FIFA World Cup with entertainment



### Commercial & Marketing Manager

Brazilian Football Confederation (Jun 2022 - Jan 2023)

Since June 2022, as Commercial & Marketing Manager, managed the relationship with commercial partners, digitized the National Team brand positioning and led the team to implement an innovative FIFA World Cup marketing plan for Qatar 2022.



Itaú



vivo



- ✓ FIFA World Cup 2022. Designed and executed an innovative 360° marketing plan to leverage commercial partners' activation, fan engagement and National Team's brand positioning.
- ✓ Team Management. Led a team of 10 people, 7 on-site in Qatar, to coordinate and execute the Marketing Department operations during the international tournament held in Doha.
- ✓ Digital in World Cup. Gathered the top Brazilian influencers in Qatar, generating over 700k leads, 1.3Bn views and 96M interactions in social media through content and fan participation.

- ✓ Meta. Activated a pioneering partnership in the industry through the creation of the Canarinho's WhatsApp stickers and chatbot and exclusive Instagram reels about the World Cup on CBFTV.
- ✓ Nike BNT22 Collection. Launched a creative campaign of the most daring and sustainable jersey of the Brazilian National Team's history, encouraging fans to protect Amazonia and the jaguar.
- ✓ 'Funkbol' on Paramount+. Announced a pioneering documentary on Paramount+ called Funkbol, blending football and music and some of the greatest footballers and entertainment artists.





# Generating record revenue with digital



## Commercial Manager

Brazilian Football Confederation (Feb 2021 - Jan 2023)

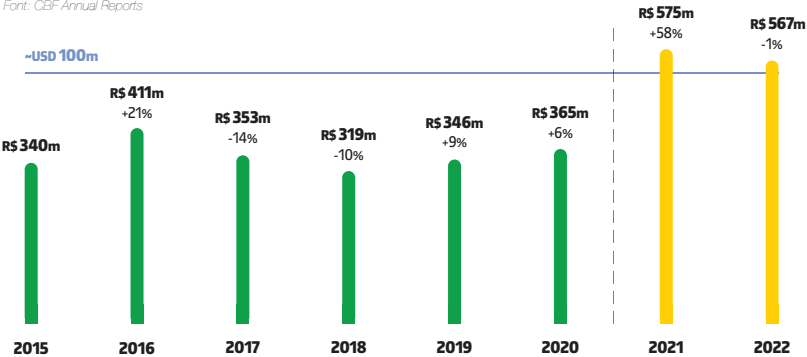
As Commercial Manager, grown the sponsorship and digital business, fan experience and brand value of CBF's men's and women's national teams, leagues and competitions. Record sponsorship sales (USD 110M) with new business and renewed strategic partnerships.



- ✓ New Commercial Partners. Signed strategic deals in e-commerce, social media and delivery with the leading brands Amazon Prime, WhatsApp (Meta), Neoenergia, Rappi, Zé Delivery (Ambev).
- ✓ Record Revenue. Helped to achieve CBF's greatest results in sponsorship for the national teams and competitions. In 2021, accomplished a total sponsorship growth of 58% vs 2020 year.
- ✓ Partnership Renewals. Led contract renewals and modernisation of strategic partnerships such as Itaú Unibanco, Master Sponsor of all Brazilian National Teams since 2008 and extended until 2026.

## Sponsorship Revenue

Font: CBF Annual Reports



- ✓ Product Digitization and Modernization. Developed the new commercial strategy across the pillars of Digital, Global, Women's Football and Fans, connecting with both local and global audiences.
- ✓ Women's Football Sustainability. Achieved financial stability for all CBF's women's football competitions in the country through revenue from exclusive commercial partnerships.
- ✓ Nike's contract assessment. Participated in the evaluation process of one of the most relevant contracts across sports, presenting CBF's new management model in Nike's HQ in Los Angeles.



## Growing top female players' sponsorship

**xavibové**

### Sports Marketing Specialist

Commercial Partnerships & Digital (Ago 2017 - Feb 2021)

As Sports Marketing Specialist and under my personal brand, I offered commercial and sponsorship, digital communications and lecturing services for sports marketing agencies, athletes and events.

- ✓ B-Engaged. Attracted commercial partnerships for B-Engaged female players of FC Barcelona and Real Madrid like Aitana Bonmatí and Maite Oroz with YoPRO (Danone), InnJoo and Nintendo.
- ✓ 'Rocky' Rodríguez. Increased Portland Thorns 'Rocky' engagement by 150% in social media, ranking her in the top 10 New Balance Athletes and partnering with Secret (P&G) and Pozuelo cookies.
- ✓ Blog author ([www.xavibove.es](http://www.xavibove.es)) with subscribers from 25 countries and teacher in the ESIC Sports Marketing Master. Collaborated with Eurosport and Mundo Deportivo for FIFA WWC 2019.
- ✓ Teacher in the ESIC Master in Sports Marketing and, on behalf of the Sports Business Institute, delivered a workshop for representatives of the Saudi Pro League clubs in Riyadh, Saudi Arabia.
- ✓ Social. Helped Football For Equality Association to organise 6 events with over 1,000 participants in Spain and Brazil, being nominated in the World Football Summit Industry Awards as CSR Initiative.



## Delivering a UEFA Women's Euro



### UEFA Marketing Assistant

UEFA Women's Euro 2017 (July 2017 - Aug 2017)

After being selected as a Marketing Assistant, I had the opportunity to support UEFA's Venue Marketing Manager in the town of Breda, Netherlands, during the event.

- ✓ Branding. Oversaw branding assets of the tournament, its official sponsors and potential ambush marketing activities both in all areas of the Rat Verlegh stadium and its surroundings.
- ✓ Activation. Supported sponsorship programme implementation for brands such as Carlsberg, KIA, Coca-Cola and Intersport in actions like Player of the Match and Fan Zone on matchdays.
- ✓ LED Signage & Hospitality. Assisted in sponsors' LED advertisement implementation and in the organisation of Hospitality packages, tickets and welcome of the tournament official partners.
- ✓ Youth Programme. Coordinated Youth Programme activities involving over 70 kids, including Player Escorts, Ball Kids, National Team Flag Bearers, Official Match Ball Carrier and Center Circle Carriers.
- ✓ Food & Beverages. Supervised over 10 Food & Beverages concessions inside and outside the stadium, including their branding visuals, menu prices and product offer for match attendants.



## Signing the first-ever title sponsor



### Marketing Manager

Club RallyClassics (Jul 2015 - Jul 2017)

RallyClassics offered the unique opportunity of enhancing my expertise in one of the main sports in Spain, motorsports, leading the commercial and partnership activation.

- ✓ Sponsorship. Negotiated the first-ever title sponsor for the European Rally Moritz Costa Brava and Porsche Classic Series. Other partnerships with Chopard and official sunglasses licensing.
- ✓ Activation. Led the implementation of sponsorship activities across more than 14 annual events, including brands such as Moritz, Porsche, Chopard, Coca-Cola, Michelin and BMW.
- ✓ Participation. Helped to achieve a record-breaking 87% increase in participation with 150 teams for the Rally Moritz Costa Brava, coming from several different countries worldwide.
- ✓ Media. Registered the highest TV and digital audience with 34M people with an aggregated national media value of 556k€, including appearances in La Vanguardia, Sport and El Periódico.
- ✓ Digital and Operations. Attained a 250% organic growth on social media for Porsche Classic Series and led a marketing and operations event team of 10 people in races.



## Developing the Marketing department



### Marketing Assistant

Nàstic de Tarragona (Jun 2014 - Jun 2015)

My experience at the football club provided a first-hand experience about sports business, participating in driving sponsorship, membership revenue and matchday operations.

- ✓ Sponsorship. Prepared and presented renewal proposals for over 50 partners and participated in the acquisition of sponsors such as the new main partner Sorigué.
- ✓ Revenue. Helped to identify, price and package all commercial assets including match and training kit, stadium, fan experience, digital and hospitality and ticketing.
- ✓ Membership. Collaborated in the design and presentation of the new 2014/15 season membership campaign 'Granes' to be distributed across traditional and digital channels.
- ✓ Hospitality. Welcomed and supervision of the Hospitality Area during matchdays, supporting sponsors and partners needs regarding guests and VIP experiences.
- ✓ Play-Off. Organised fan experience activities before the matches in the surroundings and inside the stadium and at half-time with the participation of the club's sponsors.





## Blog about Sports Marketing



### Sports Marketing Blogger

xavibove.es (Abr 2017 - Currently)

In 2017, started a blog about the business of women's football with the objective of learning. Six years later, I continue writing about Sports Marketing for readers worldwide.

- ✓ Articles. Published over 400 articles about Strategy, Sponsorship, Digital, Events, Finance and Interviews with executives, with a particular focus on women's sports.
- ✓ Audience. International base of subscribers from more than 25 countries. The blog content is published in Spanish, English and, recently, Portuguese as well.
- ✓ FIFA Women's World Cup 2019. Collaborated with top industry media outlet Mundo Deportivo to cover the tournament from a business perspective with four articles.
- ✓ Media Content. Participated in articles about women's football for media outlets such as Marca, Eurosport, World Football Summit, Newtral, As and Expansión.
- ✓ Positioned the blog in the top of Google ranking for women's football marketing, before extending the scope of the content towards sports marketing in 2021.



## Teaching Business and Sports Marketing



### Speaker & Lecturer

University, Masters, Summits (2017 - Currently)

Participated in several congresses talking about Marketing, Sports Marketing and Career Advice, also been teacher at university and Sports Marketing Masters.

- ✓ ESIC Sports Marketing Master. Teacher in the editions of 2020 and 2021, sessions about Sponsorship and Women's Football. Average evaluation from students of 9/10.
- ✓ ESIC Degree in Marketing & Digital Business. Teacher in two university groups, sessions in English about To Be Professional. Average evaluation from students of 8,7/10.
- ✓ Guest Lectures. Sessions at the FIFA Diploma in Club Management, ISDE, Geneva Business School, SMS Barcelona, Sports Business Institute Barcelona and UCFB Wembley.
- ✓ Consultancy Webinars. Realized sessions for Romanian Football Federation, Chilean Olympic Committee, Saudi Pro League and FC Barcelona Women's Camp.
- ✓ Sports Summits. Participated in congresses such as Athens Women's Football Summit (2019), Leadership Woman Football (2020), ESIC Career Day (from 2015 to 2020).

