

Building brands that matter

Sports Marketing executive with 12 years of experience in Strategy, Sponsorship, and Digital.

I have led projects for the FIFA World Cup, the Olympic Games, Rock in Rio and an award-winning campaign for Carnival.

Today, leading a team turning digital engagement into meaningful connections and sponsorships into business value.

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Leading digital marketing and sponsorships

Digital Marketing & Engagement Manager
Neoenergia - Iberdrola Brazil (Feb 2026 - Currently)

Supervision of the Digital Marketing & Engagement division, with responsibility for objectives, team management, budget, activations, and performance measurement.

- ★ **Industry leader in supporting women's sport**
- ★ **Top 5 World Cup Campaigns (El País)**
- ★ **Reputational boost to historical levels (+70 pts)**

- ✓ **Sponsorship negotiation and activation** with the Brazilian Olympic Committee, the main Brazilian National Football Teams, and eight athletes ambassadors
- ✓ Launch of the **campaign for the Paris Olympic Games** 2024, promoting gender equality through digital channels, OOH (Out-of Home), and press outlets.
- ✓ Planning and execution of the **"Mais Pelo Esporte Feminino" campaign** with Time Neoenergia, celebrating resilience and determination of female athletes.
- ✓ Planning and execution of the **campaign for the Women's World Cup** on TV and digital. Ranked among the Top 5 World Cup campaigns (El País).
- ✓ Creation and management of a **team of athlete ambassadors**, including contracts with Olympic medallists such as Bia Souza (judo) and Ana Marcela (open waters).
- ✓ Consolidation as the **leading brand in the energy sector** for women's sport (RepTrak), as well ass the most popular brand in digital, according to Quaest Ranking.









Entertainment to connect with purpose

Sports & Entertainment Manager
Neoenergia - Iberdrola Brazil (Jan 2023 - Jan 2026)

Supervision of the Sports & Entertainment division, with responsibility for objectives, team management, budget, activations, and performance measurement.

- ✓ Launch of the **"Inimigos do Fim" Carnaval safety campaign** with Alceu Valença and BaianaSystem to educate the public on power grid risks.
- ✓ Creation of a song and **music video featuring Carlinhos Brown** to prevent Carnaval accidents. Campaign winner at the National Aberje Awards.
- ✓ **Negotiation and activation of sponsorships** with benchmark music festivals such as The Town 2023, Rock in Rio 2024, and Lollapalooza 2024.

- ★ **Aberje National Award - Consumer Category**
- ★ **Featured Campaigns (Meio&Mensagem)**
- ★ **Reputational boost to historical levels (+70 pts)**

- ✓ **Launch of the #PelaDescarbonização** (#ForDecarbonisation) movement, educating the public on sustainability through a song produced with the band Afrocidade.
- ✓ **Partnership with Coca-Cola** to implement a kinetic floor at Rock in Rio's Coke Studio stand, delivering sustainability-focused experiences for fans.
- ✓ Consolidation as the **leading energy sector brand** in music (RepTrak), leveraging festivals to drive engagement around causes such as safety and sustainability.









Activating the FIFA World Cup on Digital

Marketing & Commercial Manager
Brazilian Football Confederation (Jun 2022 - Jan 2023)

Responsible for sponsor management, digitising the National Team brand, and implementing the first CBF's World Cup plan.

- ★ **1.3 billion views in digital content**
- ★ **+5M new followers in Seleção platforms**
- ★ **700k leads leads through the WC campaign**

- ✓ **FIFA World Cup**. Executed a 360° marketing plan for the FIFA World Cup to boost fan engagement, partner activations, and National Team positioning.
- ✓ **Digital in the WC**. Delivered digital operations in Qatar with top influencers, achieving 700k leads, 1.3bn views, and 96m social media interactions.
- ✓ **Team Management**. Led a 10-person team coordinating Marketing operations before and during the international tournament.
- ✓ **Meta Partnership**. Pioneered digital initiatives, including Canarinho stickers on WhatsApp, a custom chatbot, and exclusive Instagram Reels on CBFTV.
- ✓ **Nike 2022 Collection**. Launched the National Team's most bold and sustainable shirt campaign, encouraging fans to protect the Amazon rainforest and the jaguar.
- ✓ **"Funkbol" on Paramount+**. Executive producer of a ground-breaking documentary uniting football and music, featuring some of the biggest names in sports and entertainment.



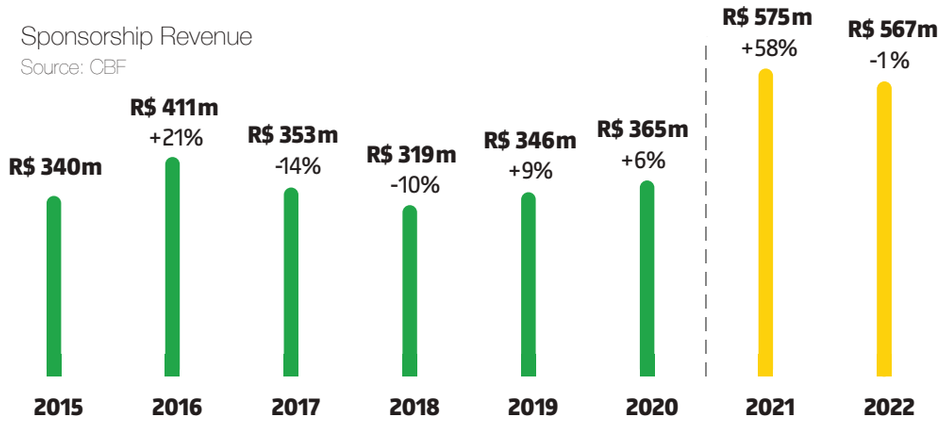




Record revenue with tech partnerships

Commercial Manager
Brazilian Football Confederation (Feb 2021 - May 2022)

Record sponsorship sales ($100m / R$ 575M), with new contracts and renewals.
Focus on digital sponsorships, fan experience, and brand value for the National Teams.

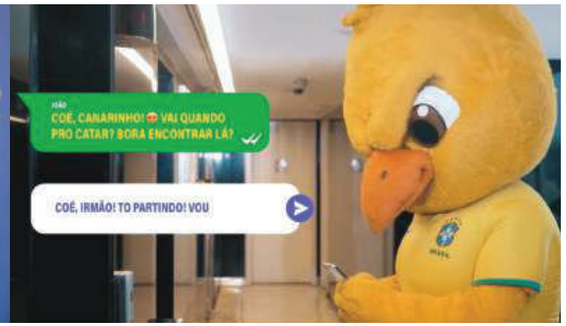


- ✓ **New contracts.** Securing strategic agreements with leading brands: Amazon Prime, WhatsApp, Neoenergia, Rappi, and Zé Delivery (Ambev).
- ✓ **Record revenue.** CBF's best-ever sponsorship results across national teams and competitions. +58% total revenue increase in 2021 vs 2020.
- ✓ **Partnership renewals.** Renewal and modernisation of contracts such s Itaú, main sponsor of the Brazilian National Teams, extended until 2026.
- ✓ **Digitisation and modernisation**. New commercial strategy focused on Digital, Global, Women's Football, and Fans pillars, connecting with local and global audiences.
- ✓ **Viability of women's football**. Financial stability for national women's football competitions through revenues from exclusive commercial partnerships.
- ✓ **Nike contract evaluation**. Participated in the evaluation process of one of the largest contracts, presenting the foundation for the new partnership at Nike's HQs in Los Angeles.









Growing athlete sponsorships

xavibové

Sports Marketing Specialist
Commercial Partnerships & Digital (Aug 2017 – Feb 2021)

- ✓ **B-Engaged**. Partnerships for female football players at FC Barcelona and Real Madrid, working with brands such as YoPRO (Danone), InnJoo, and Nintendo.
- ✓ **“Rocky” Rodríguez.** +150% social media engagement, securing a Top 10 spot among New Balance athletes and enabling partnerships with Secret (P&G).
- ✓ **Blog (www.xavibove.es)**. Global base of 650 subscribers and lecturer in ESIC’s Master in Sports Marketing. Collaborated with Eurosport on the Women's World Cup.
- ✓ **Teaching & workshops**. Led a workshop with the Sports Business Institute for club representatives of the Saudi Pro League in Riyadh, Saudi Arabia.
- ✓ **Social Impact**. Delivered 6 events with 1,000 participants for Football for Equality Association, receiving a nomination at the World Football Summit Industry Awards.

Delivering a UEFA Women's EURO

UEFA WOMEN'S EURO 2017 THE NETHERLANDS

Marketing Assistant
UEFA Women's EURO 2017 (Jul 2017 - Aug 2017)

- ✓ **Branding.** Supervision of tournament assets, sponsors, and potential ambush marketing activities at Rat Verlegh Stadium and its surrounding area.
- ✓ **Activations**. Support in implementing the sponsorship programme (Carlsberg, KIA, Coca-Cola, and Intersport) through activations such as Player of the Match and Fan Zone.
- ✓ **LED & Hospitality**. Support in implementing LED advertising and organising hospitality packages, ticketing, and partner reception.
- ✓ **Youth Programme**. Coordination of activities involving over 70 children, including player escorts, ball kids, national team flag bearers, among others.
- ✓ **Food & Beverages**. Supervision of 10 food and beverage points inside and outside the stadium, including visual identity, menu pricing, and product range.









Digital engagement and 1st title sponsor

Marketing
Club RallyClassics (Jul 2015 – Jul 2017)

- ✓ **Sponsorship**. Negotiation of the first-ever title sponsor in the history of the international Rally Moritz Costa Brava and the Porsche Classic Series.
- ✓ **Digital & Operations**. 250% organic social media growth for the Porsche Classic Series and leadership of a 10-person team during events.
- ✓ **Media**. Reached the highest TV and digital audience with 34m people, generating €556k in national media value. Outlets: La Vanguardia, Sport, and El Periódico.
- ✓ **Activation**. Sponsorship initiatives across more than 14 events, working with brands such as Moritz, Porsche, Chopard, Coca-Cola, Michelin, and BMW.
- ✓ **Participation**. Contributed to a +87% increase in participation, bringing 150 teams from various countries worldwide to the Rally Moritz Costa Brava.

Developing the Marketing department

Marketing Assistant
Nàstic de Tarragona (Jun 2014 – Jun 2015)

- ✓ **Sponsorship**. Presentation of renewal proposals for +50 partners and acquisition of new sponsors, such as new main partner Sorigué.
- ✓ **Revenue**. Identification and pricing of commercial assets, including match and training kits, stadium, fan experience, digital, hospitality, and ticketing.
- ✓ **Members**. Collaboration in launching the new membership campaign “Granes”, promoted across traditional channels, press, and digital media.
- ✓ **Hospitality**. Supervision of the Hospitality area on matchdays, supporting sponsors and partners with stadium VIP experiences and guest management.
- ✓ **Play-offs**. Organisation of pre-match fan experience activities, as well as half-time activations featuring club sponsors.









Blog, Training & Speaking

Collaborations
(Apr 2017 – Present)

- ✓ **Newsletter Dealmakers**. 400 articles on Strategy, Sponsorship, Digital, and Events, delivered to an international audience of over 650 subscribers.
- ✓ **FIFA Diploma in Club Management**. Lecturer and contributor, sharing content on Sports Marketing, Sponsorship, and Digital.
- ✓ **In the Media**. Featured in articles on marketing and women's football in outlets such as Marca, Eurosport, World Football Summit, Newtral, As, and Expansión.
- ✓ **Speaker** at the following events. Rio Innovation Week, Athens Women's Football Summit, Leadership Woman Football, and ESIC Career Day.
- ✓ **University Lecturer** in Marketing & Digital Business, teaching classes in English on To Be Professional. Average student rating: 8.7/10.



Academic Background

Business, Marketing, Digital & Sports Marketing

Winning With Data in Sports Business (2021)
Winners FDD, Online

Digital Transformation in Sports (2019)
Sports Business Institute Barcelona, Spain

Postgraduate Diploma in Digital Marketing (2019)
ESIC Business & Marketing School, Spain

Postgraduate Diploma in Strategic Marketing (2016)
ESIC Business & Marketing School, Spain

Specialisation in Sports Marketing (2015)
ESIC Business & Marketing School, Spain

Bachelor's Degree in Marketing and Commercial Management (2010-2014)
ESIC Business & Marketing School, Spain
University of Plymouth, UK

Languages

Portuguese
Full professional proficiency

English
Full professional proficiency

Spanish
Native

Catalan
Native