

Javier Sobrino

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Expert in investment, innovation, and strategy in the sports industry

PROFESSIONAL EXPERIENCE

2021-... STRATEGIC ADVISOR TO THE BOARD OF DIRECTORS OF SPORT CLUBS, RIGHT HOLDERS & COMPANIES IN THE SPORTS INDUSTRY

FIFA. Strategic definition and implementation of FIFA Commercial Innovation Hub, new initiative to leverage innovation in the future FIFA commercial strategy.

REAL BETIS BALOMPIÉ (LA LIGA). In charge of developing the Corporate Strategic Plan, both for the Sport and the Corporate structure. Planning of the stadium renovation process and advisory in the current Club capital increase.

CLUB DEPORTIVO TOLUCA (MEXICAN LIGA MX). In charge of developing the Corporate Strategic Plan, both for the Sport and the Corporate structure.

AUDAX ITALIANO (CHILEAN FOOTBALL LEAGUE). Personal strategic advisor to the club President, owner of the club.

LIGA F (SPANISH FEMALE FOOTBALL PROFESSIONAL LEAGUE). In charge of developing the Corporate Strategic Plan and its implementation. Relationship management with potential investors in the property.

WIZINK CENTER – Main European Multipurpose Arena. Capital increase leadership and growth strategy to build up and take over other arenas in Spain.

OWQLO – (Operating system managing grass roots tournaments, schools and campuses, including Junior NBA Leagues and La Liga). Board Member. Capital raise and strategic development.

CAMALEONIC – (AI technological platform providing objective valuation of sport assets exposure, clients including Moto GP and other right holders). Strategic development.

2021-2023 ASER VENTURES. Managing Partner

In charge of investing and managing a portfolio of companies in the Sports Industry, including **Leeds United Football Club** and **ELEVEN SPORTS** (international sport broadcaster) and start ups in the Sports and Entertainment industry. More than **0,6B€ under management**. Already divested.

2017-2021 FC BARCELONA. Chief Strategy & Innovation Officer & CRO

Coordination and management of the **Corporate Strategic Plan** (2015-21 & 2021-27) definition and implementation.

Responsible of all **revenues of the Club**. Reached 1B\$ in the 2018/19 season.

Leadership of the Innovation activities. Launch of **Barça Innovation Hub**, leading innovation initiative in the sports industry, including the corporate venturing fund.

In charge of **Barça Corporate** project (strategic partnership with external investors for the new businesses of the Club).

Planning of the **Espai Barça project** (full renovation of Barça Stadium, Arena and Campus)

2020-... PLANETA FORMACIÓN Y UNIVERSIDADES (PFU). General Secretary of the Advisory Board.

PFU is the international leading educational group in Spanish PLANETA. Management of the Advisory Board to support the strategic implementation of corporate strategic plan.

2009-2016 SPORT & STRATEGY. Founder

Strategic services consulting firm to Sports Institutions. Projects include among others: FC Barcelona and FC Barcelona Foundation Corporate Strategic Plans, Real Betis Corporate Strategic Plan, Mutua Madrid Open Tennis Tournament Key Stakeholders Policy management, Mexican Federal Government National Sport Strategic Plan, Spain Brand Sports Diplomacy Strategy definition, 2013 Spain Handball World Championship Strategic Plan and 2018 World Cup Iberian Bid planning.

2008-2009 MADRID 2016 OLYMPIC BID. Operations & Planning Director, in charge of structuring the project and institutional relationships at national and international level.

2006-2008 BARCLAYS BANK CONSUMER FINANCE. Western Europe Strategy & Planning Director.

1997-2006 ACCENTURE. Last position Senior Manager.

TEACHING & LECTURER EXPERIENCE

- Professor of Strategic Management since 2003 at Universidad Pontificia Comillas (ICADE).
- Visiting Professor of Management in the Sports Industry at INSEAD.
- Professor of Strategic Management in the Sports Industry in different Universities (La Liga Business School, Real Madrid Business School, FC Barcelona Innovation Hub, among others).
- Keynote speakers in international forums such as Soccerex, Mobile World Congress and Universities such as Beijing University, MIT or Georgetown.
- Author of the following books: “El deporte, sector de actividad económica” and “Sports Diplomacy”.

EDUCATION

2017-2021 **PhD cum laude** in Football Clubs Strategy by UNED

2018 **HARVARD BUSINESS SCHOOL.** The Business of Entertainment, Media & Sports Program.

2001-2002 **INSEAD MBA.**

1991-1997 Law and Business Degree at **UNIVERSIDAD PONTIFICIA COMILLAS (ICADE)** in Madrid.