

IVO RODRIGUES LOUREIRO

- Economist working on a project basis for the past 9 years.
- Strong global knowledge of Sports and the Football Industry in particular, from the points of view of clubs, athletes, coaches, agents and media.
- Experience in additional industries and areas, namely Strategy, Sales and Marketing & Communication.
- MBA in Sports Management. Native Portuguese + 5 languages.
- Based in Lisbon, available to travel/move abroad. International mindset.



CONTACTS

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MBA IN SPORTS MANAGEMENT BY EU REAL MADRID | MADRID 2019



INDEPENDENT CONSULTANT | IVOLOUREIRO.COM | LISBON 2011-2019

Sports - Athletes & Football Clubs

- Communication Strategies and Personal Brand development of elite athletes (national team level) and coaches;
- Contracts negotiation; press relations management to guarantee maximal national and international exposure; Media training: pre and post-match conferences, interviews, TV presences; Social media management;
- Talent detection (scouting), contract negotiation and settlement for clubs (Champions League level) and Representation Agencies.

Other industries - Augmented and Virtual Reality, Real Estate Promotion, F&B

- Strategic and Business Plan development; Marketing activations.



EXPANSION MANAGER @ DOMOKLIK | WARSAW 2009-10

Software and web development company specialized in VR and Augmented Reality applied to Real Estate:

- Direct supervision of Sales, IT and Social Media departments.



COUNTRY MANAGER @ CIFIAL POLSKA | WARSAW 2006-09

Sales Manager (2006), Executive Manager (2007), Country Manager and Vice-President (2008-2009):

- General management of Cifial Polska (building materials)
- Responsible for Central and Eastern European Markets;
- Marketing strategy implementation and Sales force constitution;
- Budgeting, stock management & reporting.



JUNIOR ECONOMIST @ PRESIDENCY OF COUNCIL OF MINISTERS | LISBON 2006

Design and implementation of a monitoring system for Portugal's Technological Plan.



TEAM MANAGER @ SL BENFICA (PART-TIME - STUDENT) | LISBON 2005/06

Youth Football Department:

- Youth team management; Scouting and talent detection;
- Official representation of SL Benfica on match days and public events.

PROFESSIONAL EXPERIENCE

Business Strategy & Sales
Marketing & Communication
Press & Public Relations

INDUSTRIES

Sports Management - Football
IT & Virtual Reality
Real Estate & Construction

LANGUAGES

Portuguese - Native

English - Fluent C2

Spanish - Fluent C1

Polish - Independent B2

German - Beginner A2

French - Beginner A1

ACADEMIC BACKGROUND

MBA Sports Management
MA Economics by Nova SBE

REFERENCES

- Paulo Futre

1987 Silver Ball Winner

- Manuel Fernandes, Hugo Almeida, Rony Lopes, Paulo Machado

Portuguese National Team

- José Morais

South Korea Champion 2019

- Eng. Ludgero Marques

President CIFIAL SGPS

- Companies: Licor Beirão, Remax, Visual Mobile, T3 CoopStore

- Media: Marca (Spain), L'Equipe (France), FourFourTwo (UK), BEIn (France & UK), A Bola, Record, O Jogo, RTP, TVI, SportTV, Canal 11, RR, TSF, etc. (Portugal)