

About Esteve Calzada

Esteve Calzada (Lleida, Spain, 1966) obtained a Bachelor Degree in Economics and a MBA at ESADE Business School (Barcelona, Spain), and has International Marketing studies taken at University of California at Berkeley (USA).

Esteve accumulates 14 years of experience as senior executive in sports industry, which started in 2002 when he was appointed Chief Marketing and Commercial Officer of football giants FC Barcelona, where he served until end 2007. During six years, Esteve had a major contribution in the commercial transformation that brought the club to the 400mio€ revenues landmark. Nowadays he is CEO of sports management company Prime Time Sport, which he founded at the end of 2007 and that operates in the areas of football players representation, sports and image rights exploitation, management consultancy and sponsorship projects for football clubs and blue chip brands. Prime Time Sport has offices in London (where Esteve lives), Barcelona, Madrid and Belo Horizonte (Brazil). Furthermore, Esteve's experience in sports management includes the following projects and activities:

- Esteve is senior advisor to Manchester City Football Club (on going, since 2011).
- Strategic consultancy projects for FIFA (2014) and UEFA (2013).
- He was one of the founders of Leo Messi Management, the company that exploits the image rights of Argentinean football star (2009).
- Served as Board Member of FCB Merchandising, joint venture between FC Barcelona and Nike which exploits club's retail and merchandising activities (2002-2007).
- He has been a FIFA players agent, with license issued by Real Federación Española de Fútbol (not turned into intermediary as per new regulations)
- He was member of several task forces of UEFA and NFL Europe (2003-2006).

As professor, high profile speaker and creator of sports marketing content, Esteve has developed a large variety of initiatives such as:

- Author of the book *Show Me The Money!*, one of the few in football sports marketing (www.librosdecabecera.com/show-me-the-money). Spain 2012; UK/Japan/Sweden/Turkey 2013; China and South Korea 2015
- He is professor and creator of 'Sports Marketing Insights' subject, which takes place at International MBA of ESADE Business School (Barcelona, Spain).
- Created the renowned study *Football Transfer Review*, which analyzes player transfers in European football and of which 2 editions per season have been published since 2009.
- Has given lectures about sports management in prestigious organizations including IESE Business School (Spain), The Wharton School of the University of Pennsylvania (Philadelphia, USA), Waseda University (Tokyo, Japan), Tec de Monterrey (México), Soccerex (London, Manchester, Dubai, Rio de Janeiro and Brasilia) and Liga de Fútbol Profesional (Madrid, Spain).
- Runs his own and pioneer section at TV and radio shows and is often interviewed by different media as sports management expert.
- In depth articles at *Marca* (most important Spanish sports newspaper)
- 10,000+ followers on twitter

Esteve initiated his professional career in the marketing and business development environment. He worked during 12 years as senior executive in several multinationals such as Unilever (1990-92), Sara Lee (1993-95), Reckitt Benckiser (1995-2000) and Tiscali (2000-02)

Media clippings link <http://tinyurl.com/d9tabjx>

