

## About Bruno Batlle

Bruno Batlle (Lleida, Spain, 1980) obtained a Bachelor Degree in Economics and a MBA at ESADE Business School (Barcelona, Spain), and has International Marketing studies taken at University of Michigan (USA).

Bruno accumulates 8 years of experience as sports management executive leading projects of different nature with top football clubs, players, federations or leading companies. He started his career in sports marketing at FC Barcelona Marketing Department. Nowadays he is the General Manager of sports management company Prime Time Sport, company founded by Esteve Calzada at the end of 2007 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 and Barcelona (managed by Bruno).

Furthermore, Bruno's experience in sports management includes the following projects and activities:

- Player representation (players of FC Barcelona, Real Madrid, Valencia, Juventus, etc). Including negotiation of contracts, search for new opportunities, commercialization of image rights, execution of communication plans and social networks strategy (on going, since 2008).
- FIFA consultant for Income Generation Projects at CONCACAF Countries. Study on commercial leagues development: feasibility analysis, cost/revenue projections, implementation recommendations and strategy development for each country (2014).
- Strategic consultancy to FC Barcelona and Manchester City FC in the development of football schools and commercial partnerships with other clubs around the world: market analysis, benchmark, target definition, detailed business case and feasibility analysis (2012 – 2013).

- Development of strategic plan for Panamá Football Federation to generate additional business: audit of rights, development of sponsorship program, pricing strategy and sales document (2014).
- Development and commercialization of Moto GP teams (2011-12) and Spanish Tennis Federation (2008-2011) including the Davis Cup ties staged in Spain: sponsorship programs: definition of strategy, ideas development, sponsorship structure, pricing, commercialization of inventory, negotiation of contracts, activation and results measurement.
- Assistant at FC Barcelona Marketing Department. Including support to new website and Gent del Barça fan card launch. (2002).
- Development of sponsorship strategy for players image rights including definition of content, creation of sales documents, pricing and world-wide sales process. (on going, since 2008).
- Support and consultancy on UEFA Europa League 2013 campaign theme 'Discover the Drama' in Spain (relationship with Spanish press and content distribution). (2013).
- Director of the renowned study Football Transfer Review, which analyzes player transfers in European football and of which 8 editions have already been published since 2009.

Bruno initiated his professional career in the marketing and business development environment. He worked during 5 years as marketing executive in Unilever (2003-08).

