

## GABRIEL RAMOS RODRIGUEZ

Major International Sporting Events organization  
Creation and development of new concepts for Sporting Events  
Sports Marketing strategies development  
Project Management

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[September 2013 – Present] **Moveo-Lab, MEX - Sports Marketing Lab**

### Co-founder and General Director

Responsible for the planning, organization, and operation of more than 70 International Sports events in Mexico.

Some of the main activities carried out are:

Creation of layouts, Image Design and look and feel of the event, programming and supervision of assemblies, operational personnel management, design of the marketing and communication campaign, Design and execution of the Transportation solution, sale and commercialization of sponsorships, planning and supervision of Television Production (Host Broadcaster contracting and sale as Right Holders).

Most successful events:

- Executive Director of WBSC Baseball U23 World Championships Mexico 2021
- Executive Director of the FIVB World Tour Cancun 2021 bubble Format official qualifier Tokyo 2020  
[https://www.youtube.com/watch?v=9\\_deTamHfMw](https://www.youtube.com/watch?v=9_deTamHfMw)
- Executive Director of the UIPM Modern Pentathlon World Championships Mexico City 2018  
[https://www.youtube.com/watch?v=AQmtv\\_FcPy4](https://www.youtube.com/watch?v=AQmtv_FcPy4)
- Owner and Executive Director of the World Tour 3 Stars of Women's Beach Volleyball Chetumal 2018  
[https://www.youtube.com/watch?v=E\\_wsbadhF8k](https://www.youtube.com/watch?v=E_wsbadhF8k)
- Executive Director of the World Para Swimming Championships and World Para Powerlifting Championships IPC Mexico 2017  
<https://www.youtube.com/watch?v=D57x9iji4M0&t=8s>
- Executive Director of the Archery World Championship Mexico 2017  
[https://www.youtube.com/watch?v=R20Y\\_8ds7fg](https://www.youtube.com/watch?v=R20Y_8ds7fg)
- Executive Director of the Grand Prix of Judo Cancun 2017  
<https://www.youtube.com/watch?v=RGa62kn9BX4>
- Executive Producer of the Fan Fest of the Classic Baseball World Cup Guadalajara 2017
- Owner and Executive Director of Strongman Mexico 2017 and 2018  
<https://www.youtube.com/watch?v=ESqsOL5eEhY>
- Executive Director of the Masters and Olympic Qualification of Judo Guadalajara 2016  
<https://www.youtube.com/watch?v=B1r1B1frBB8>
- Executive Director of the Olympic Volleyball Qualifier Mexico 2016  
<https://www.youtube.com/watch?v=zNTtIsBDmgM>
- Executive Director of the Grand Prix Final of Taekwondo Mexico 2015  
[https://www.youtube.com/watch?v=6\\_FPz13ZSUY](https://www.youtube.com/watch?v=6_FPz13ZSUY)
- Executive Director of the 2015 Archery World Cup Final in Mexico  
<https://www.youtube.com/watch?v=CyvgmWp3ED8&t=78s>
- Executive Director of the Olympic Qualification Basketball Mexico 2015  
<https://www.youtube.com/watch?v=ijSx6VYkmhY>
- Executive Director of the Grand Prix Final of Taekwondo Queretaro 2014  
<https://www.youtube.com/watch?v=A8-MncoojoE>
- Executive Director of the Poomsae World Championship Aguascalientes 2014  
[https://www.youtube.com/watch?v=Rh9bLs\\_MVW8](https://www.youtube.com/watch?v=Rh9bLs_MVW8)
- Executive Producer of the Formula One Mexico Fan Fest 2015, 2016 and 2017  
<https://www.youtube.com/watch?v=UPaXMQaX8Eg>
- Executive Producer of General Assembly of IPC Mexico 2015  
<https://www.youtube.com/watch?v=MnxEuG9zVAA>

Other Activities within Moveo Lab:

- Preparation and management of international applications for the Grand Prix Final of TKD 2014 and 2015, Final of the World Cup of Archery 2015 and World Championships of Archery 2017. All the nominations were won. The technical document was prepared and presentations were made to the WT and the WA in Lausanne Switzerland.

[January 2013 – September 2013]

## **Freelancer, MEX**

### WT World Championships Puebla 2013, Executive Director

- Responsible for the event's planning and operation
- Directed different functional areas such as: competition setup, transportation, spectator services, marketing, sponsorships and broadcasting

<https://www.youtube.com/watch?v=-jRSowe3SuY>

### Central America and the Caribbean Games Veracruz 2014, Marketing and Commercial Advisor

[April 2008 – December 2012]

## **Havas Sports Mexico, MEX - Sports Marketing Agency**

### Key Account Manager

- Developed and operated the 2010 Bicentennial Olympic Festival, the largest exhibition sporting event in Mexico  
<https://www.youtube.com/watch?v=EDIV1-ZkyJI&list=UUa5o58BiTo7XuxYrTulpXI>
- Delivered and operated Maseca's hospitality program for the 2010 FIFA World Cup in South Africa
- Responsible for the negotiation with the athletes part of the 2012 London Olympics campaign for Procter & Gamble
- Created the concept and delivered the 2012 Ferrero Rocher Christmas campaign  
<https://www.youtube.com/watch?v=buuDhip84ZQ>
- Advised different international brands in their sports marketing strategies such as: Gillette, Nissan, Santander, Telmex, Maseca, Nike

### Pan American and Parapan American Games Guadalajara 2011 OC, Deputy Commercial Director

- Created and developed the commercial platform
- Sold more than 67 million dollars in sponsorships

[September 2006 - September 2007]

## **GAPbuster Worlwide, AUS - Marketing Research Agency**

### Country Manager for Spain

- Evaluated and analysed customer service for different international brands in Spain
- Coordinated the execution of research methodologies in site elaborating detailed reports to asses results
- Prepared executive reports and gave attention to requirements of these companies in Australia and Spain.
- Administrated and coordinaed mysterious buyer tasks for the Spanish market, (more than 2000 monthly evaluations).
- Administrated and created budgets
- Generated proposals to increase customer satisfaction levels and service quality for the evaluated brands

[January 2002 - May 2006]

## **Tecnologico de Monterrey, MEX - University**

### Special Projects Coordinator

- Sold sponsorships and created partnerships to enhance sports teams experience and performance
- Created and operated different sporting events to engage the educational community
- Coordinated promotion events and worked as a liaison with the media
- Created commercial alliances with suppliers such as hotels, airlines, travel agencies, venues (Bancomer Centro Banamex expo, pneumatic tent, etc.) Tour Operators, etc.
- Creation, sale, general administration and logistics of the Projects, Carrera Tec-Reebok 10K, Concierto Día Tec 2004, DivertiTEC. (events with an average participation of 3000 people and budgets greater than 300 thousand dollars)
- Created and administrated the commercial program of the sports teams of the ITESM Campus Ciudad de México
- Negotiated and sold sports sponsorships at Tecnológico de Monterrey level (33 Campus)
- Attended Media (Televisa, Tv Azteca, ESPN2, MVS, RECORD, MILENIO, Radio, etc.)
- Coordinated press conferences and promotion events

EDUCATION

[2003-2005]

Universidad Pompeu Fabra | Barcelona, Spain

- MIB Masters in International Business with focus in Latin America

[2002-2005]

Tecnologico de Monterrey | Mexico City, Mexico

- MBE Masters in Business Economics

[1997-2001]

Tecnologico de Monterrey | Mexico City, Mexico

- BA in Economics

LANGUAGES

1. **Spanish:** Native Speaker
2. **English:** Advanced