

# VÍCTOR GÓMEZ BAEZA

## PROFILE

I have had the chance to develop my professional career in different international environments allowing me to develop an open-minded look to the world around me and the ability to adapt easily to new positions, teams and sectors.

My educational and professional background have given me a great ability to communicate in several languages, which added to my commercial skills have made me a Business Booster allowing me to progress in my professional career in different markets.

Nowadays I work as Marketing and Business Strategy Manager for Universidad UNIE, which is the fastest growing Higher Education Institution amongst Universities in Spain, allowing me to guide the institution to the right path for a successful future.

## PROFESSIONAL EXPERIENCE

### **MARKETING & BUSINESS STRATEGY MANAGER** **UNIE UNIVERSIDAD** **PLANETA FORMACIÓN Y UNIVERSIDADES**

January 2025 – Nowadays

- 360° Marketing Plan Design and Management
- Sales Planning and follow up
- Digital Performance and Acquisition Plan
- Business Strategy design and implementation
- Lead International Marketing initiatives
- Brand Building and Management
- New Business opportunities development and management.
- Partnership Marketing

**Achievements:** During my short time at the University I lead the launch of the first April intake with 5 programs and more than 100 students for the first time at UNIE.

In addition I lead all AI related projects in the Marketing/Sales departments coordinating a cross-departmental team focus on implementing new technologies and AI tools that increase the efficiency of UNIE's commercial teams.

### **MARKETING & COMMUNICATIONS DIRECTOR** **THE CORE SCHOOL** **PLANETA FORMACIÓN Y UNIVERSIDADES**

May 2023 – January 2025



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## LANGUAGES

**Spanish:** mother language.

**French:** bilingual.

**Italian:** bilingual.

**English:** bilingual.

**Portuguese:** beginner level

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## EDUCATION

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### **MBA IN SPORTS MANAGEMENT 2022 – 2023**

**REAL MADRID  
GRADUATE SCHOOL  
UNIVERSIDAD EUROPEA**

### **GLOBAL SPORTS EXECUTIVE EXPERIENCE 2022**

**UCLA ANDERSON**

### **SPORTS MANAGEMENT SUMMER SCHOOL 2022**

**COLUMBIA UNIVERSITY**

### **MASTERS' DEGREE IN SPORTS MARKETING 2017 – 2018**

**REAL MADRID  
GRADUATE SCHOOL  
UNIVERSIDAD EUROPEA**

### **ERASMUS YEAR 2008 – 2009**

**UNIVERSITE LIBRE DE  
BRUXELLES (ULB)**

### **BACHELOR DEGREE IN JOURNALISM 2005 – 2010**

**UNIVERSIDAD  
COMPLUTENSE DE  
MADRID**

- 360° Marketing Plan Design and Management
- Digital Performance and Acquisition Plan
- Communications and Media Plan
- Brand Building and Management
- New Business opportunities development and management: B2B, U2U, International markets...

**Achievements:** During my time at the school we have reached over 1000 students in a school with less than 5 years of history, with a growth of 46% YoY in revenue in my first year, this year growth will keep the same pace (38% YoY).

Designed the first in-house branding plan, developing with my team the concept, the spot, and all materials for the different channels.

Applying IA tools to build new brand and product assets at a higher pace, increasing the efficiency of our campaigns (paid: social and search).

### **SENIOR PRODUCT MARKETING MANAGER REAL MADRID GRADUATE SCHOOL-UNIVERSIDAD EUROPEA**

February 2020 – May 2023

- Head of Marketing at Real Madrid Graduate School
- Management, design and coordination of Marketing Plan and Strategic Plans for the School
- Definition, together with the School Direction of the National and International Business Strategy.
- Control and Follow up of marketing budget and P&L
- Digital Plan Design and implementation (Paid & Organic)
- Head of sports related Academic Innovation
- Brand management: Brand identity, positioning and value proposal, communication strategy and RTBS
- Head of Sports Events for the Sports Industry (digital and Face-to-Face).

**Achievements:** During my time at the School we reach over 1500 students, when I arrived the school had around 800 students per year. Thanks to academic innovation, designing and launching more than 10 new programs for the School, and developing the new Business line in Online training (before my arrival only one product had a mirror-program in online delivery). The School's revenue went from 10M€ yearly to over 22M€ in 3 years.

### **EXECUTIVE EDUCATION & INNOVATION MANAGER MARKETING DEPARTMENT**



## PROFESSIONAL SKILLS

Sales  
Marketing  
Leadership  
Communication  
Business Development  
Negotiation  
Problem-solving  
Networking  
Experience working under pressure with short deadlines  
Languages  
International and Multicultural  
Resilience & Change management  
Innovation Management  
Key Account Management  
Strong team worker  
Analytical thinking  
Active and Fast-learning ability  
Public Speaking  
Innovative and Creative  
Professional Will

## REAL MADRID GRADUATE SCHOOL-UNIVERSIDAD EUROPEA

February 2019 – February 2020

- Head of Executive Education Area for the Sports Industry
- Management of Marketing planning and strategy design
- Head of Innovation
- Head of B2B Business Development
- Head of Institutional Relations (institutions or companies)

**Achievements:** I have developed the first B2B and Executive programs offer in the history of the School, creating a new Business line with a total revenue of 200K€ in the first year.

Design of first International Executive programs for the School with worldwide to ranked institutions as Columbia University (US) or UCLA (US).

## INTERNATIONAL BUSINESS DEVELOPMENT INTERNATIONAL BUSINESS DEVELOPMENT UNIT MARKETING DEPARTMENT UNIVERSIDAD EUROPEA

September 2016 – February 2019

- Head of Business Development team for Americas Region
- Institutional Relations with Higher Educations and Governmental institutions.
- Negotiation and Development of new Partnerships agreements with Higher Educations and Governmental institutions or Companies in the region.
- Design and implementation of new Educational programs for the region partners and targets.
- International Marketing Campaigns management.
- Development of Recruitment Agencies network in the region.
- Universidad Europea Brand Management in the region.
- Sales and promotion of higher educational programs.
- Market research for new business opportunities in Americas region.

**Achievements:** During my time as Area Manager the amount of international students from the region had a CAGR of 47%.

I built the Agencies and Partners network in the region.

Design and implementation of International programs with institutions partners in the region for over 2M€ yearly (Digital and F2F programs in countries like Mexico or Chile).

## TECHNICAL ABILITIES

Retail & Sales management software:

SALESFORCE

Business Object

PowerBI

INTEX-PRO

SAP

MARS

B2GO

Professional user OFFICE PACKAGE (Excel, Word, Outlook)

WORDPRESS

GOOGLE PACKAGE

TABLEAU

Ability with different Operating Systems and browsers

AI creative production tools

## OPERATIONS DEPARTMENT

**REAL MADRID C.F.**

February 2018 – March 2018

## INTERNATIONAL SALES REPRESENTANT

**SANDHILLS PUBLISHING**

July 2016 – September 2016

## INTERNATIONAL FASHION SALES MANAGER

**PHILIPP PLEIN INTERNATION AG**

July 2014 – July 2016

- Head of Key Account management for international French speaking markets (France, Benelux, north of Africa...), Spanish speaking markets (Spain, Latin America...) and others like Portugal, United Kingdom, Americas, Middle East and Japan.
- Management of the biggest Wholesales and Retail accounts for the company.
- Sales Team Management for the assigned markets.
- In charge of negotiating with the Outlet business channel.
- Negotiating purchase orders, pricelists, reordering...

**Achievements:** During my time at the company we kept pushing its spectacular growth, beating its sales record for two years in a row with a CAGR of more than 100% yearly. Regarding backoffice orders and focusing in my region the growth went over 150% YoY thanks to new clients development and data analysis for our existing clients.

## VIP GUIDE '5 ÉTOILES'

**RECEPCIONIST & CUSTOMER SERVICES**

**RIDES' HOST & OPERATOR**

**EURODISNEY SCA**

March 2011 – July 2014

## JOURNALIST/PUBLISHER

**AGENCE FRANCE PRESS (AFP)**

September 2009 – October 2010

## COMMUNICATION CONSULTANT

**BANCO DE ESPAÑA (BANK OF SPAIN)**

September 2008 – September 2009