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José Martin Alva Jhon

MSc. Sports Management | MIM Marketing Management

Hi, my name is José Martin Alva Jhon, and I am passionate about sports, marketing, experiences, and innovation.

My professional journey began in the realm of Banking and Insurance in 2009. However, the turning point in my career arrived in 2014 when I embraced the dynamic industry of Lifestyle and Hospitality. This transformation was my passion for delivering exceptional service, diving into the complexities of marketing and crafting memorable experiences.

In early 2015, I embarked on a bold venture by establishing Alta Soluciones, an agency specializing in Football Player Care Management. This entrepreneurial endeavour allowed me to blend my previous expertise in wealth management, insurance, sponsorships, and marketing into a harmonious mix. Plus, it allowed me to collaborate with football players from the Peruvian national team. Imagine the excitement!

During this phase, my strong desire to further my academic journey led me to earn a Marketing and Commercial Management degree from the Universidad San Ignacio de Loyola. However, my insatiable quest for knowledge, curiosity and personal growth urged me to seek experiences beyond my homeland's borders.

As 2020 drew to a close, amid the global challenges posed by the pandemic, I embarked on a transformative journey to England. I resided and immersed myself in the enriching academic atmosphere of Oxford for a year. During this remarkable time, I completed the demanding Digital Marketing: Disruptive Strategy program at Saïd Business School, University of Oxford, and obtained certification attesting to my proficiency in the English language. This transformative chapter refined my academic skills, broadened my cultural horizons, and enhanced my adaptability.

Following my enriching experiences in England, my path led me to Barcelona, Spain. I continued my quest for knowledge here, culminating in a Master's in Marketing Management (MIM) at ESIC Marketing & Business School and a diploma in International Marketing at HEC Montréal, Canada. These two years were a thrilling journey into marketing and innovation.

Fueled by my enduring passion for sports and unwavering determination to achieve my goals, I pursued a Master's in Sports Management at the Universitat Autònoma de Barcelona, simultaneously pursuing the Sports Management Master's program at the Johan Cruyff Institute. It was the perfect blend of my twin passions: marketing and sports.

During my years of international exploration, I was privileged to apply my professional knowledge in roles such as Expo Manager and Global Partnership Coordinator EMEA at IRONMAN Group Barcelona. In these roles, the main duty is to design a functional space to elevate visitor experiences and ensure the seamless delivery of sponsorship assets aligned with our partners' commercial objectives.

Furthermore, I lead the Marketing and Communications department at the Alcantara Family Foundation, an organization established by the renowned footballer brothers Thiago and Rafinha Alcantara. I actively develop multifaceted marketing, communication, and public relations strategies in this role to advance the organization's noble mission and engage stakeholders.

My commitment to social causes and my active involvement as a volunteer in numerous sporting events across Europe have further solidified my profound belief in the transformative power of sports as a potent catalyst for positive change within society.

I sincerely hope my passion and experience will benefit our dynamic industry. I am thrilled about the prospect of collaboration and contribution in this ever-evolving field. I extend my gratitude for this opportunity to introduce myself and eagerly anticipate the potential opportunities that the future may unveil in sports, marketing and innovation.

With warm regards,

José Martin Alva Jhon



MY EDUCATION

- **Universitat Autònoma de Barcelona**
Master of Science - MS, SportsManagement
(2022 - 2023)
- **Johan Cruyff Institute Barcelona**
Master's degree, SportsManagement
(2022 - 2023)
- **ESIC Business & Marketing School - Barcelona**
Master's degree, Marketing Management
(2021 - 2022)
- **HEC Montréal CANADA**
International Marketing
(2022 - 2023)
- **Saïd Business School, University of Oxford - UK**
Digital Marketing: DisruptiveStrategy Programme
(2021 - 2021)
- **Universidad San Ignacio de Loyola - Perú**
Bachelor of Science degree inMarketing and CommercialManagement
(2016 - 2020)



LANGUAGES

- Spanish
- English
- Catalán



VOLUNTEERING

- **IRONMAN BARCELONA**
Oct - 2022
- **ALCANTARA FAMILY FOUNDATION**
Nov 2022 - Present
- **MARATÒ BARCELONA**
March - 2023



WORK EXPERIENCE

- **Founder - ALTA Soluciones (January 2015 - Present) - Global**
Athletes care service and lifestyle management, family wellness, wealth management, banking, insurance, and representation services.
- **Alcantara Family Foundation (Mar 2023 - Present) - Barcelona, Spain**
Develop and execute effective marketing and communication strategies, including media relations and content creation. Coordinate social media accounts and events to engage stakeholders and promote the organization's mission. Ensure consistent communication aligned with the organization's brand and values for maximum impact.
- **IRONMAN Group (Season 2023) - Barcelona, Spain**
As an Expo manager and Global Partnership coordinator EMEA my main focus is on the Expo Village. I design functional layouts to optimize space usage and improve traffic flow, aiming to enhance the overall visitor experience. Moreover, I coordinate and deliver sponsorship assets in line with partners' business objectives, ensuring all deliverables meet high-quality standards.
- **International Relations - Innova Sports Group (January 2017 - Present) - Global**
International Public Relations in the football industry. Specialised in the creation, development, and implementation of PR campaigns.
- **SOLO CRACKS (internship) (Oct 2022 - Jan 2023) - Barcelona, Spain**
Women's Football Agency. Design and implement new marketing strategy, positioning, and branding across all relevant channels.
- **Founder - Take My Hand (January 2014 - March 2020) - Lima, Perú**
Sustainable clothing - Fashion - NET ZERO. Runaways, weddings, brand launches, events, cocktails and experiences.
- **Account Executive - Sifuentes Olaechea Insurance (July 2013 - December 2013) - Lima, Perú**
Key business accounts management.
- **Service Executive - La Positiva Seguros Insurance (June 2009 - June 2013) - Lima, Perú**
Account executive insurance. Insurance renewals - claims and compensation. Relationship customer management.
- **Banking Executive - BBVA Banco Continental (January 2007 - May 2009) - Lima, Perú**
Provide banking products and financial services such as loans, deposits, mortgages, credit cards and advice. Handle complaints by providing appropriate solutions for customers' Face-to-face customer service.