

Oriol Nogueras Matas

Sports Business | Business Development | Strategic Projects



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- 📍 Dosrius, Barcelona
- 🌐 Oriol Nogueras Matas
- 🗺️ Open to relocation to the Netherlands
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DESCRIPTION

I believe sport has the power to improve people's lives, connect communities and inspire positive change. I want to contribute to that future by helping build meaningful products, projects and brands alongside talented people.

With a multidisciplinary background in sport and business, I enjoy understanding challenges, connecting people and turning ideas into projects. I thrive in collaborative environments where curiosity, continuous learning and teamwork drive better decisions. As an active runner, sport is not only my profession but also part of my everyday life.

LANGUAGES

Catalan - Native
Spanish - Native
English — Professional Working Proficiency (B2 – Cambridge First)

PROFESSIONAL EXPERIENCE

AGENDA SPORTS & ELEMENTS

Project Manager & Business Development

06/2025 – Present | Banyoles (Spain)

Sports tourism company specialised in training camps, active travel and international sports events.

- Contributed to the development of Triathland Lake Banyoles, positioning Banyoles as an international triathlon destination.
- Supported the launch of Fit&Fun Breaks, a premium active travel startup combining sport, nature and local experiences.
- Supported business planning, investor preparation and funding initiatives for new sports business ventures.
- Built partnerships with sports organisations, hotels, tourism operators, federations and public institutions.
- Led marketing initiatives across branding, content strategy and digital communication.
- Contributed to the company's rebranding and brand positioning.
- Coordinated brand activations across sports events and industry fairs.
- Supported athlete and ambassador scouting initiatives in triathlon and coastal rowing.

INDESCAT

Project Manager (Internship)

01/2025 – 07/2025 | Barcelona (Spain)

Catalonia's sports industry cluster connecting companies, startups, research centres and public institutions.

- Coordination and support of strategic projects related to innovation, entrepreneurship, sustainability and internationalisation.
- Collaboration with sports companies, institutions and industry stakeholders.
- Support in the organisation of industry events, workshops and networking activities.
- CRM and data analysis to support strategic decision-making.
- Preparation of reports, presentations and communication materials.

ACADEMIC BACKGROUND

Master in Business Administration (MBA) – Strategic Management

EUNCET Business School (UPC)

09/2025 – 06/2026 | Barcelona

SKILLS

- Business Development
- Project Coordination
- Cross-functional Collaboration
- Brand Development
- Relationship Building
- Problem Solving
- Strategic Thinking

Bachelor's Degree in Applied Sciences and Technologies for Sport and Physical Fitness (CTEF)

EUNCET Business School (UPC)

09/2021 – 06/2025 | Barcelona

Graduated as the top student of the cohort.

High School Diploma (Technology track)

INS Argentona

09/2019 – 06/2021 | Argentona

ADDITIONAL INFORMATION

Driving Licence

Leisure and Recreation Instructor

Road Runner (Half Marathon & Marathon Training – Barcelona Marathon 2027)

Trail Runner

Passionate about Sports Innovation, Technology & Outdoor Sports