

# KEVIN YALALE-MATUFUENI

## Sports Marketing Specialist

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Scan the QR code  
or click [here!](#)

*“ I’VE MISSED MORE THAN 9000 SHOTS IN MY CAREER. I’VE LOST ALMOST 300 GAMES. 26 TIMES, I’VE BEEN TRUSTED TO TAKE THE GAME WINNING SHOT AND MISSED. I’VE FAILED OVER AND OVER AND OVER AGAIN IN MY LIFE. AND THAT IS WHY I SUCCEED ” - MICHAEL JORDAN*

### ABOUT ME

Graduated in a MBA in Sport management at **Real Madrid Graduate School**,

addicted to Sports, particularly **Football, Handball and Basketball**,

working in this industry is my passion and my speciality.

As a Sports Marketing Specialist,

I am accustomed to **creating, developing and leading new sports innovative projects** successfully and always ready for new challenges in **Sports Marketing**.

### SKILLS

#### Communication Skills

**Good communication skills** gained through my experience in Football

**Polyglot** (French, English and Spanish) thanks to my international work experience

**Cross-cultural:** Congolese and Belgian culture

#### Organisational / Managerial Skills

**New Business Opportunities**, due to my business developer experience

**Travel management**, linked to my international career

#### Other Skills

**Out-of-the-box thinker**, creative, calm, enthusiast and sense of humour

**Sportaholic**: Handball, Football, and Basketball

### SOFTWARE



### LANGUAGES



### EDUCATION

2020  
Nyon, London,  
Online



#### UEFA Certificate in Football Management (UEFA CFM)

The UEFA CFM is the must-have foundation programme for anyone working in a football organisation who wants to gain a comprehensive understanding of how the game is managed.

2019  
Online



#### Certification in Sports Marketing and Sponsorship

Barça Innovation HUB

2014 - 2015  
Madrid, Spain



#### MBA in Sports Management

Real Madrid Graduate School

2008 - 2014  
Brussels, Belgium



#### Master's degree in International Business and management

ICHEC Brussels Management School

### EXPERIENCE

2020 - 2021  
Belgium

#### Local Venue Support



2017 - 2020  
Dakar, Senegal

#### International Business Developer



2016 - 2016  
Brussels, Belgium

#### Project and Sports Lifestyle Manager



2015  
Strasbourg, France

#### Product Manager Assistant Training



2014 - 2015  
Madrid, Spain

#### Corporate Hospitality, VIP Area



### HOBBIES

