



## Guillermo Altmann

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### PERSONAL DETAILS

Address: Viña del Mar 6931  
Montevideo 11500, Uruguay

Phone: +598 94 757 815

E-mail: guillermo.altmann@gmail.com

Nationality: Uruguayan / Italian (EU)

Date of Birth: 31<sup>st</sup> May, 1982

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### EDUCATION

2005 - 2006 **FIFA Master / CIES:** International Master in Management, Law, and Humanities of Sports  
De Montfort University, UK; SDA Bocconi, Italy; Universite de Neuchatel, Switzerland

2000 - 2004 **Bachelor of Science in Business Administration,** Major: Finance and Insurance  
Northeastern University, Boston MA, USA

1996 - 2000 **Uruguayan and American Baccalaureate,**  
Uruguayan American School, Montevideo, Uruguay

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### EXPERIENCE

11/2019  
- Present **Commercial Manager**  
**Sudamérica Rugby; South America**

In charge of sales, partnerships and account management.  
Responsible for the overall delivery of Super Rugby Americas.  
Lead the venue management team at the seven venues, in six different countries.  
Accounts: Disney (ESPN), LATAM Airlines, Gatorade, Stihl, Gilbert, Pay Retailers.  
Support the broadcasting operations.

07/2023  
- 08/2023 **Marketing Rights Delivery Cluster Manager**  
**FIFA Women´s World Cup, Australia / New Zealand 2023**

Worked within the Marketing Venue Management team at Wellington Stadium (New Zealand).  
In charge of marketing matters regarding FIFA´s commercial affiliates.  
Responsible for brand activation areas, special marketing programs, LED boards, youth program, VIK, product placement and mascot activities.

11/2022  
- 12/2022 **Marketing Venue Manager**  
**FIFA World Cup, Qatar 2022**

Marketing rights delivery operations in Al Thumama Stadium.  
Executing brand activations, and programs with partners and sponsors.  
Supervising brand operations, youth program, merchandising, and VIK.

01/2019  
- 10/2022 **Venue Manager Consultant for CONMEBOL**  
**FC Diez Media; South America**

On-site consultant for CONMEBOL Libertadores and CONMEBOL Sudamericana.  
Ensuring the delivery of sponsorship and broadcasting rights to commercial affiliates.  
Checking the branding in stadiums, as well as broadcasting operations.  
Executing brand activations and youth program guidelines for match opening ceremony.

- 05/2019  
- 06/2019 **Marketing Venue Manager**  
**FIFA Women ´s World Cup - France 2019**  
Ensuring the delivery of marketing rights to commercial affiliates.  
Executing brand activations and supervising youth program.  
Checking the branding, food & beverage, and merchandising operations.
- 11/2018  
- 12/2018 **Marketing Venue Manager**  
**Local Organizing Committee: FIFA U17 Women ´s World Cup - Uruguay 2018**  
Ensuring the delivery of marketing rights to commercial affiliates.  
Responsible for branding in stadium, as well as food & beverage, and merchandising operations.  
Overseeing the distribution of beverage VIK.  
Checking the brand activation of sponsors outside the stadium.  
Supporting the correct development of the youth program.
- 10/2017  
- 06/2018 **Business Development Manager LATAM**  
**Catapult Sports; Montevideo, Uruguay**  
Worked with elite wearable GPS tracking technology that enables objective athlete management.  
Constant relation with South American clubs and federations. (football, basketball, rugby, hockey).  
Responsible for developing Catapult workshops and working together with clients.  
In charge of meeting sales objectives in Uruguay, Chile, Bolivia, and Paraguay.
- 10/2015  
- 09/2017 **Senior Sponsor and Merchandising Executive**  
**Uruguayan Football Association (AUF); Montevideo, Uruguay**  
In charge of sponsorship and merchandising.  
Achieved financing from FIFA Performance Program in order to create and launch Socio Celeste.  
Worked in the successful bid and with the LOC of the FIFA Women's WC U17 - Uruguay 2018.  
Became part of the first AUF Marketing team and developed the first Brand Book guide.
- 09/2012  
- 09/2013 **Sales Manager**  
**Opta Sports; Montevideo, Uruguay**  
In charge of opening LatAm market.  
Main countries: Chile, Brazil, and Colombia.  
Responsible for creating and executing sales plans, and meeting sales goals.
- 01/2009  
- 06/2012 **Director**  
**Quenonino.com; Montevideo, Uruguay**  
Ideologist and director of launching and managing the sports news webpage.  
In charge of supervising the news production and general administration of the company.  
The site averaged 24.000 visits/day, 700.000/month, and was top 5 news sites in Uruguay.  
I had 11 people in charge, besides managing advertising sales, marketing, and human resources.
- 01/2007  
- 03/2008 **Project Manager**  
**ASAP Worldwide; Barcelona, Spain**  
Responsible for the production of 'special country reports' published in TIME magazine, Fortune, Business Week, Miami Herald and The Business.  
Researching investment opportunities in emerging economies and conducting interviews.  
Projects involved in: Malta, Panama, Costa Rica, Guinea, Eritrea and Madrid.

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## SKILLS AND INTERESTS

Languages: Spanish (native), English (fluent), Italian/ French / Portuguese (intermediate)  
Computer Skills: Windows, MS Office applications, Internet applications

**References will be provided upon request**