

# IÑAKI ROTAECHE ALVAREZ

info@inakialvarez.com +1 786 747 7991

Resourceful leader with strong experience managing local and global projects with a proven ability to transform abstract concepts and complex goals into concrete processes. Collaborative, hands-on leadership style that focuses on collective growth and sustainability, thrives on problem-solving and using innovative ideas to build narratives that resonate. Bilingual, with a keen sense for education, communication, and execution.

## EXPERIENCE



### Director of Operations

CONCACAF, Confederation of North, Central American, and Caribbean Federations, Miami, FL, USA (2014 – 2016)

- Oversaw execution of all events, sporting as well as the annual Congress; responsible for all management processes
- Implemented best practices programs to standardize events and protocols, resulting in significant increases in efficiency overall
- Introduced new IT solutions, resulting in improved services and customer relations
- Created and managed Profit and Loss for each event; annualized \$10 to \$40 million



### Deputy Director and Head of Event Management

Competitions Division, FIFA, Federation Internationale de Football Association, Zurich, Switzerland (2012 – 2014)

- Promoted to directorship
- Created and implemented new master planning tools and introduced new IT solutions that standardized best practices and resulted in increased productivity as well as significant fiscal savings



### Head of Event Management

Competitions Division, FIFA (2007 – 2012)

- Promoted to new department overseeing all FIFA World Cup delivery teams
- Led oversight, reporting and collaboration with other divisions



### Head of Youth and Development Events

Competitions Division, FIFA (2004 – 2007)

- Organized and delivered FIFA World Cups
- Managed budgets of \$12 to \$15 million per event
- Established and implemented all event management processes, both internally and cross-divisional, resulting in new best practices standards
- Collaboratively managed venue development, stadium construction, and personnel administration



### Managing Partner

Venue Solutions, LLC, Atlanta, GA, USA (2002 to 2004)

- Implemented "smart card" technology in stadium/venue management systems that maximized profitability and efficiency, while also improving customer enjoyment and satisfaction
- Provided system packages that focused on Ticketing and Concessions, including Loyalty programs, as well as Access Control



### Sr. Manager, Global Solutions

Radiant Systems, Atlanta, GA, USA (1997 to 2002)

- Responsible for approximately \$10 million in annual gross revenues - leading edge enterprise and point-of-sale software for the retail industry

### Project Management Professional (PMP)

Project Management Institute (PMI), Switzerland, 2012

- Delivered Project and Event Management courses and workshops to associations on behalf of FIFA



### Program Manager

Center Planning and Operations, the Atlanta Committee for the Olympic Games (1994 to 1996)

- Managed ten processing centers and the Olympic Center with over 1,000 in staff



### Venue Manager

FIFA World Cup USA 1994 (1993 - 1994)

- Manager of the San Francisco-Stanford venue



### Owner and General Manager

Viking Sports, San Francisco, CA, USA (1981 - 1991)

- Entrepreneur of retail sporting goods

## PROJECTS SUMMARY

Event Management

- FIFA World Cups – USA 1994, Germany 2006, South Africa 2010, Brazil 2014
- Olympic Games, Atlanta 1996
- FIFA U17 World Cups – Peru 2005, Korea 2007, Nigeria 2009, UAE 2013
- FIFA U20 World Cups – Colombia 2011, Turkey 2013
- FIFA U17 Women's World Cup New Zealand 2008
- FIFA U20 Women's World Cups – Russia 2006, Chile 2008
- FIFA Futsal World Cups – Taipei 2004, Brazil 2008
- FIFA Beach Soccer World Cups Brazil 2005, 2006, 2007
- FIFA Club World Cup UAE 2010
- CONCACAF tournaments and congresses (20+) since 2014



## EDUCATION

### Masters of Business Administration

International Business & Finance  
San Francisco State University, 1983

**Bilingual: English and Spanish**