Derek Avelar Karlsson

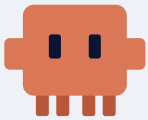
Head of International & Commercial · Getafe C.F. · LaLiga

International business development · Partnerships & sponsorship · US & LATAM

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Profile

Head of International & Commercial at Getafe CF (LaLiga). I run the club's international line and part of its commercial pipeline: stadium naming rights, preseason friendlies against Premier League clubs, live sponsorship accounts, and academies and training camps as revenue channels outside Spain. I built that area from zero with limited resources. EU (Swedish) and Mexican citizen, native Spanish and fluent English, with work experience in Spain, the United States and Latin America.



I build with AI what the business needs

I use Claude Code daily to turn commercial needs into tools and processes that work: tailored proposals and presentations, market data analysis, automation of repetitive tasks and internal tools for the team. It lets me iterate fast and take an idea from a brief to something usable, without relying on a development team.

Getafe C.F. official store: I designed and built it myself, end to end, with AI on Shopify

Professional experience

Getafe C.F. · LaLiga — Madrid, Spain — April 2025 – Present

Head of International & Commercial

- Work on the club's largest commercial assets, stadium naming rights and shirt sponsorship, in successive rounds of negotiation alongside the President and the CEO with international companies.
- Closed preseason international friendlies for the first team, including Tottenham Hotspur, owning the calendar, commercial terms and logistics with the sporting department, and took a second match with Brentford to the final stage of negotiation.
- Created and run the international academy and training camp line: I take the club's methodology and brand to markets where it has no physical presence and opened a new revenue channel outside Spain.
- Lead the expansion strategy in the United States and Latin America: I identify targets, open the conversations and turn them into partnership and business opportunities.
- Manage sponsorship accounts end to end (Mapei, OnsaFX, OD News), from the activation plan to matchday and digital delivery and reporting on the contracted rights.
- Build tailored commercial proposals, pricing and pitch materials for prospective partners, using the club's European run in the UEFA Conference League as a commercial argument.
- Redesigned and built the club's official online store from scratch on Shopify, with personalizable shirts, a page for every player and the next match on the homepage: tienda.getafecf.com.
- Coordinate the commercial, sporting, marketing and legal departments to take each opportunity from first contact to signature, and report to club leadership and partners.

Inter Miami CF · MLS — Miami, FL, USA — 2023 – 2024

Fan Experience & VIP Hospitality Coordinator

- Delivered premium hospitality and VIP programs at DRV PNK Stadium across two MLS seasons of sold-out matches, hosting sponsors, executives and corporate guests on matchday.
- Ran sponsor activations, pre-match entertainment and fan engagement campaigns with corporate partners and the marketing team.
- Reported guest and partner feedback to management after every event, which shaped the hospitality programs and sponsor placement.

Florida International University · Men's Soccer — Miami, FL — 2022 – 2024

Director of Sports Operations (held while completing the degree)

- Managed a season operating budget above $600,000, with resource allocation, expense control and reporting to executive-level university stakeholders.
- Planned and ran domestic and international travel and event logistics for more than 30 players, including flights, accommodation, transport and visa clearances.
- Directed game-day operations in full compliance with NCAA, Conference USA and university rules, and supervised a team of four student managers. Part of the staff behind two consecutive American Athletic Conference championships.

Education

LaLiga Business School
Master in Global Sports Marketing
Madrid, Spain · 2024 – 2025

Florida International University
B.S. in International Business
Miami, FL · 2020 – 2024

Languages

Spanish Fluent | **English** Fluent

Key skills

Business development
Naming rights & major assets
International expansion (US & LATAM)
New revenue lines
Proposals, pricing & pitch
Executive-level pipeline

Partnerships
Sponsorship activation
Friendlies & club agreements
Academies & camps
Rights delivery to partners
Senior stakeholder & agency management

Management & tools
Closing & renewals
KPI reporting & CRM
AI in commercial work

Other

EU (Swedish) and Mexican citizen
Worked at several FIFA World Cups
Own network in the US and LATAM
Fully available to travel

LIVE PORTFOLIO