

# SOURAV SHAW

"Creating together a new experience in the sport business landscape by combining performance and entertainment to innovate the game of sports!"



## ABOUT

Results-oriented and highly skilled professional with a proven track record in sports marketing, sponsorship, and business strategy. Adept at implementing effective Rights Activation strategies to maximize brand exposure and commercial success.


## SKILLS & ABILITIES

- Relationship Building
- Co-Creation Frameworks
- Approval Process Management
- Training and Development
- Global Perspective
- Time Management
- MS Office Suite
- Excellent Communication
- Problem Solving
- Attention to Detail

## EDUCATION

 **MSc in Sports Industry Management**  
**emlyon business school, Paris** 2021-2023

- PSG Handball brand activation campaign (Company Project)

 **Bachelors in Business Administration (Marketing)**  
**West Bengal University of Technology, Kolkata** 2016 - 2019

## Language

- English (Fluent)
- French (Intermediate)
- Hindi (Fluent)
- Bengali (Fluent)

## Contact



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Paris, France

## EXPERIENCE



### COMMERCIAL EXECUTIVE (INTERN)

**Horizm Pvt. Ltd. || Feb 2023 - Aug 2023**

- Provided relevant market intelligence via research, analysis and benchmarking into key categories, geographies and companies for brand partnerships & activations from different locations.
- Conducted sales support activities with internal stakeholders to create sales materials and strong proposals with a data-driven approach.
- Researched fan and follower interest in different right-holders (MLB, NASCAR, EPL, NBA, F1, Fortuna I liga etc) and work with internal stakeholders to increase closure rate by 60%.



### CONSULTANT (INTERN)

**Sept 2022 - Dec 2022**

**Fédération Internationale de l'Automobile**

- Collaborated with the president and CEO of FIAA to analyse past approaches in brand development
- Developed a revenue model after identifying numerous problems in the Indian market
- Designed brand awareness channels for the FIA.
- Created a channel proposal for more license agreements to increase motor club registration.



### BUSINESS DEVELOPMENT EXECUTIVE

**Decathlon Sports India**

**May 2022 - Jul 2022**

- Closed a multi-year sports equipment supply deal with Odisha's Sports & Youth Services Department increasing business by 20% in 2 months.
- Developed new client prospects during my internship.
- Designed daily sports layout concepts, displaying a proactive approach beyond core responsibilities.



### LIAISON OFFICER

**Hockey India**

**Nov 2021 - Dec 2021**

- Managed the complete South Africa U21 Hockey Team during the major event Junior Men's Hockey World Cup during the corona virus outbreak
- Kept the team on schedule as per protocols
- Maintained proper hospitality for the whole team during the event.
- Kept communication between my organisation and the team, organised and systematic.



### BUSINESS DEVELOPMENT

**Franchise India Brands Limited.**

**Jul 2019 - May 2020**

- Onboarded more than 45+ investors to help them get a franchise of a specific brand
- Designed marketing campaigns for brands like Subway, Remax, KFC, Millies Cookies, Budweiser etc.
- Collaborated closely with Subway, Ritaza, Hagen Daz, Lenskart, and U-Clean for their business expansion as a key account manager.
- Helped open 3 franchise stores in different locations for the brand Subway & Millies Cookies.
- Awarded consecutive 2 months employee of the month.

## Tools

- Pipedrive
- Adobe Lightroom & Premiere Pro
- Canva
- Blinkfire
- Horizm
- Salesforce
- Microsoft Power Suite
- Microsoft Office Suite
- Nielsen Sports
- JIRA

## Certificates

- Microsoft Power Suite (Microsoft)
- Salesforce Basics (University of California, Irvine)
- Sports Sponsorship (Rajasthan Royals)
- Google Digital Marketing (Google)