

GERARDO MOLINA MADDONNI

Born in Buenos Aires, Argentina, Mr. Molina holds a Master's Degree in Negotiation and Conflict Resolution at the Harvard Negotiation Project - Harvard Graduate School of Education, a Master's Degree in Quality of Service and Human Resources at Disney University and a Bachelor's Degree in Communication Sciences, Major in Public Relations from Universidad Nacional de Lomas de Zamora, Argentina, UNLZ.

His career includes Management and Direction positions for Multinational Corporations, Advertising Agencies and Government Institutions. Mr. Molina is the youngest Assessor to the Argentinean Presidency to date.

During his academic career in Argentina he taught Sport Marketing in *Centro de Altos Estudios en Ciencias Empresariales, Universidad de Palermo, Centro de Altos Estudios en Ciencias Exactas, Asociación Argentina de Agencias de Publicidad-ISP, Universidad Católica Argentina, Escuela Argentina de Negocios, Universidad Argentina de la Empresa* and *Universidad de Belgrano*.

During his tenure in *Universidad de Belgrano*, he founded the first and only Academic Institution dedicated to Sports Marketing Research in Latin America - the "*Centro de Estudios del Deporte*" and created the curricula for the first Master's Degree in *Sport Business, Marketing, and Sports Management* in Latin America, under *Universidad de Belgrano*.

In the US, Mr. Molina has held an Associate Professorship in Sports Marketing at *New York University -NYU-* and the *Gallatin School of Individualized Study*.

In Germany he is Associate Professor at the Deutsche Sporthochschule – considered the most important Sports University in the Globe. Mr. Molina has been a spokesman at the *Macro Media Akademie Der Medien* for the "Sport – Und Fitnesskauffau / Mann" Seminar (IHK) and the *Global Sport Marketing, Branding and Communications International*.

Mr. Molina is CEO of "*Gerardo Molina & Asociados*", a Sport Marketing Agency based in Argentina, CEO and Chairman of the Board of Gerardo Molina & Partners, with commercial activities in the Andean Region - Argentina, Chile, Bolivia, Colombia, Ecuador, Perú and Venezuela, and Chairman of the Board at "*Euromerica Sport Marketing Europe*", a Joint Venture between *Sport Quadrat Deutschland & Gerardo Molina Sport Business*, with Head Quarters in Cologne, Germany.

Mr. Molina has been awarded the *Honorary Membership* at Fundaid in recognition for his "...relevant contributions to the Peoples, personal worth and honorable conduct to the service of Cultural and Human Relations". Mr. Molina contributes as a Sport Business Analyst in several newspapers and magazines, under the pseudonyms "*The Sports Professor*" & the "*Guru of Sport Marketing*".

He has published more than a hundred white papers and research works in the field of Sports Sponsorships and Sports Marketing. He is the author of the Spanish language Best Sellers "*Marketing Deportivo, el Negocio del Deporte y sus Claves*", "*Si Logo*", "*Marca País*", "*Marketing Global*", "*El Fin Del Deporte*", "*Marketing Deportivo II, como vincular su empresa con éxito al deporte*" and "*Marketing Deportivo, la creatividad en el mundo del deporte*".