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AGUSTIN ZULUETA

WWW.AGUSTINZULUETA.COM

EDUCATION

Postgraduate specialization in Composite Materials 1993-1994
Postgraduate specialization in Finite Elements Calculation 1993-1994
(Undergraduate degree in Industrial Engineering) (1987-1993)

CAREER EXPERIENCE

Marketing & communication experience:
- Working, since 1990, with medium and large companies within the sponsorship world.
- Designing the brand strategy for sailing projects and also taking responsibility for all media & PR activity thus improving brand value.
- Ensuring delivery of an impressive ROI for each partner.

52SUPERSERIES   Chief Executive Officer   2012 to Present
- Setting up the company
- Origination and implementation of company structure and strategy
- Management of sponsors, venues and teams

IBERDROLA TEAM   Project Manager   2009 -2012
- Head of the Team
- Chief liaison with sponsor, taking care of the brand.
- Managing logistics of the team around the Med Cup Circuit.
- Turn Key project including media activation, achieving an ROI of 6:1
- Composition and implementation of both long-term and short-term team strategies.

SPANISH AMERICAS CUP TEAM 2007 Chief Executive Officer   2005- 2009
- Project promoter
- Board of directors member reporting to the President
- General management of a 130 team members from 14 nationalities, running a €20m-a-year project.
- Organising and leading the general strategy of the team.
- Achieving the best result for Spain in this competition.

BOAT AND MAST CONSTRUCTION   General Manager & Technician   2000-2004
- Managing the construction of one of the most successful prototype racing boats in Spain.
- Heading a team of 15 builders.
- Coordinating the Design information and the general plan of the construction with the most world-renown designers, including: Judel Vrojlik, Farr Yacht Design, Marcelino Botin....
- Implementing a managerial and executive role across the process, from start to finish
- Bespoke turnkey projects
  - 2001-2003 :Banco Espirito Santo 44´& 51´, Exposure 52´, Botin 42´
  - 2004: Spanish King Boat BRIBON, Judel Vrojlik 55´
  - 2004: Tau Ceramic, 55´
- Mast design and construction over a period of 12 years.
- Mast-strength calculation with stensometric gauges project; earned the Research and Development award in 1993.
- Two America´s Cup editions building the masts.
- More than 32 masts built and sailing.

MANAGING SAILING TEAMS   Project Manager   2000-2004
- Designing the plan of the team.
- Creation of the optimum training schedule in accordance with the sailing competition calendar.
- Crew member and head of the team.
- Genoa trimmer on board
- Close working partnership with the sponsorship marketing & communications department.

SAILING CAREER   Crew Member   From1987
- Professional sailor since 1987.
- Different crew positions (bowman, pitman & Genoa trimmer) • Rigging design & maintenance.
- Boats: Banco Atalntico 1987-1990, ¾ Ton Lone 1990-93, Bribon 1993-94, Porcelanatto & Castellón Costa, Azahar 1995-1998, Banco Espirito Santo 2000-2003, Tau Ceramica 2003-2004.
- Six-time King´s Cup winner
- Six-time world champion in ¾ Ton and ½ Ton classes
- Two-time Match Race Spanish Champion.

AMERICAS CUP LIFE

Spanish America´s Cup Challenge 2007   PROMOTER & CEO   2005-2009
Spanish America´s Cup Challenge 2000   Mast Design & Genoa Trimmer 1998-2000
Spanish America´s Cup Challenge 1995   Mast Design & Pitman   1994-1995
Spanish America´s Cup Challenge 1992   Mast maintenance and Bowman 1990-1992

OTHER INTERESTS
Sports:
- Large Mountain expeditions (Nepal, Alaska, Alps, Caucasian, Andes....) climbing up to 7000mts.
- Mountain skiing. La Grande Course 2015-2016
- Six years' rugby-playing experience

Business:
- Running my own company Tecnica y Regatas S.L. since 1998. www.tecnicayregatas.com
- Regular leadership, motivation & team building speaker.

Family:
- Married since 2000 with three children.

SKILLS
Languages:
- Spanish (native)
- English (Advanced)
- French (basic comprehension)

References available on request