

Template for applicants for EASM Board elections 2022

Candidate Details	
Last Name:	Bonal
First Name:	José
Gender:	Male
Nationality:	Spanish
Affiliation	
Current Employer:	European University of Madrid
Position Held:	Sport Management Associate Professor
Brief description of duties:	I combined my teaching role with research projects and the academic coordination of our Global Sport Management Bachelor Degree.
EASM Board	
Please demonstrate your experience, skills and competences with regards to the following criteria:	
Current & previous EASM Involvement:	I was lucky enough to participate at the EASM local organizer committee in Seville 2019. Specifically I had the pleasure to be Head of the EASM Student Seminar.
Strategic Management & Leadership:	My current duties as Academic Coordinator of the Sport Management Bachelor Degree englobe the elaboration, implementation and evaluation of an Strategic Plan.
Learning & Teaching:	I have been a faculty member of the graduate and postgraduate sport management programs since 2016. Always happy to learn and teach new topics if need it. Conducted subjects in Spanish and English language.
Research & Scholarly Activity:	Started my Scholarly activity in 2017, completed my PhD in 2020. At the moment part of the European University Sport Management Research Group.

<p>Practitioner & Sport Industry Experience:</p>	<p>I had the pleasure to work for some of the top relevant companies in the industry such as UEFA (Euro 2020 Venue Marketing Manager in Seville) or Real Madrid Foundation (Real Madrid Campus Experience International Manager). I have also worked as a Sport & Athletics Director at Beijing Huijia University.</p>
<p>Internationalisation:</p>	<p>As mentioned, due to my professional background I had the pleasure to work with Real Madrid Foundation in Singapore, Turkey, Netherlands, China, Indonesia, USA, Macedonia and UK, which provides me with a multicultural and international view of the industry. It is very important to understand the different approaches and international views towards sport and the sport industry.</p>
<p>Marketing:</p>	<p>Part of my duties as Marketing Venue Manager for Euro2020 were related to branding, sponsorship quality standards, and consumer experience.</p>
<p>Project Management:</p>	<p>Part of my duties as Sports & Athletics Director in China for 3 years included project & event management, been responsible of different departments. Now a days, I am also in charge at the European University of Madrid of the Sport Sponsorship Symposium organization, participating on logistics aspects, key note selection, student experience, and event marketing & promotion.</p>
<p>Finance & accounting:</p>	<p>I have had some experience on Finance & Budgeting, but always on a lower level. I was lucky to have a Finance Manager in most of my projects.</p>

Legal:	Same as Finance & Budgeting, I am familiar with some of the legal aspects of the industry, but not an expert. I mostly worked with Legal Managers on my team.
Additional personal statement:	After a great 1 st experience in Seville, I would love to get involve on a deeper level at EASM.
Nominators	
Nominator 1	Olga Polyakova.
Nominator 2	Christian Overduin