

# Guillem Graell

## LONG BIO

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Guillem Graell is an entrepreneur and one of the world's most experienced Chief Brand Officers with a prolific 18+ year legacy of global business & brand building in the sports and FMCG industries.

As CMO at FC Barcelona, he led the largest transformation from a sports club to a global LoveBrand, turning it into the Most Valuable Football brand in the world (Forbes Sports) and tripling its digital product strategy revenue under his leadership.

Guillem Graell's keynotes are a must for brand managers and Heads of Digital Strategy whose main goal is to transform their companies into true LoveBrands through content leadership that truly engages its customers at a deep emotional level.

At the core of Guillem Graell conferences is Brand Leadership. He reflects on the strategies behind the global success of the world's most influential brands, and further details how to turn a brand's emotional value and content strategy into a global and profitable digital multichannel business model.

Guillem Graell's delivery style transcends the traditional concept of product marketing, providing the audience with a transversal and out-of-the-box perspective of how to blend effective digital strategy with business management.

Guillem Graell is a top media and communication professional with a PDG at IESE Business School and a background in Industrial Engineering at Universitat Politècnica de Catalunya.

Guillem Graell was CMO at FC Barcelona from 2017 to 2021, where he developed the overall direct-to-fan strategy and execution, focusing on the Club's digital product strategy, and earning over 1B €.

As Director of Brand, Guillem Graell built Barça Studios, an innovative D2C business model that included BarçaTV+ (valued at over 250M €) and featured formats such as "Matchday,

inside FC Barcelona” and the “Talent Explorers” animated series (managing teams of up to 200 qualified professionals).

Under his leadership, the Club’s social media platforms reached over 400M followers, becoming the global leader in interactions and the first club to reach 10M subs on Youtube.

Moreover, Guillem Graells led the Club’s Digital Transformation culture by managing its NFTs & crypto strategy, as well as the Club’s eSports/Gaming and digital subscription products, such as the Culers Membership and Barça TV+.

Before FC Barcelona, Guillem Graell worked in top multinational and leading family-owned companies, such as P&G (Brussels, Geneva & Spain), Reckitt Benckiser, Chupa Chups, Codorniu Group, and Accenture.

Today, Guillem Graell is the Cofounder and Managing Partner at D2F, a company with the purpose to build solutions to close and monetize the gap between love brands and their fans in the Sports & Entertainment industry.

Guillem Graell blends his business profile with his teaching career at UPF – Barcelona School of Management (Master for Brand Strategy, since 2014) and ESADE Business School (Master in Marketing Management).

As a result of his Brand definition and strategy at FC Barcelona, the Club was recognized as the Most Valuable Football brand in the world by Forbes Sports.

## KEYNOTES

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### **LoveBrands Strategies**

Guillem showcases effective methods for creating LoveBrands based on communities and transforming customers into passionate brand advocates, highlighting strategies that have proven to be successful.

### **Innovation in Business Models**

Through his experience, Guillem Graell demonstrates to the audience how innovation can transform business models.

### **Effective Digital Content Management**

Guillem shares the keys to effectively managing digital content to generate impact and a strong connection with the audience, ultimately converting them into revenue.

## REQUIREMENTS

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### Fees

	USA	LATAM	EUROPE	ASIA / MIDDLE EAST
<b>In person conference</b> Expenses not included	15.000 USD	15.000USD	10.000€	15.000€
<b>Virtual conference</b>	6.500€			

### Travel logistics

<b>Travel</b>	Business class / Fully flexible
<b>Hotel</b>	Five-star hotel
<b>Ground transportation</b>	Origin and destination
<b>Based on</b>	Barcelona
<b>Companion/s</b>	No

## PHOTO GALLERY

[\(Click here to download the photos\)](#)



## VIDEO GALLERY

[\(Click here to download the video\)](#)



TIGO Tech Fest  
September 2022



Guillem Graell introduction  
February 2023

