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Press Release

The FBA and Arowana Sports Agree Educational Partnership

The Football Business Academy and Arowana Sports have entered into an agreement that will see the Swiss educational institution and the Madrid-based sports agency collaborate.

“It is our great pleasure to become an official Partner of The FBA. Their Candidates are fantastic people who are trained by top industry experts, and can therefore help Arowana with new ideas, contacts and support.”

- Alfonso Roberes, CEO, Arowana Sports

“We’re very pleased to strengthen our relationship with Arowana Sports. Alfonso and his team are highly respected in the football industry and allowing FBA Candidates to learn and work with them creates invaluable opportunities for both sides to develop and grow.”

- Kristian Dobrev, Partnerships Director, The FBA

The Football Business Academy is delighted to partner with premium sports agency Arowana Sports. Based in Madrid, the agency’s main activities are representing the commercial interests of football stars such as Luka Modric, Lucas Vazquez while also brokering high value sponsorship deals and friendly matches for the likes of Real Madrid, Atlético de Madrid, Juventus, Premier League Clubs and LaLiga.

As part of this partnership, Arowana will continue to offer internship placements for FBA Candidates who have an interest in the commercial aspects of the football industry. Through his position as FBA Professor, Arowana CEO Alfonso Roberes has been familiar with the high quality of FBA Candidates who, through their international experiences, passion, and understanding of the football industry, can bring an edge to the development of the agency and its clients.

ABOUT AROWANA SPORTS

Arowana Sports is a premium sports agency based in Madrid, Spain. It was founded by Alfonso Roberes and Borja Couce in 2017. Alfonso Roberes worked at Real Madrid for nearly 15 years as Head of International Sponsorship, Tours, Player's Image Rights and Friendly Matches. Working internationally and across multiple sport properties – although mostly football – Arowana works with top brands and sport properties including top European Clubs, the main football Leagues and some Football Federations. Arowana has gotten into the sports marketing management of top athletes in football such as The Best and Ballon D'or Luka Modric, Lucas Vazquez and Sergio Reguilón among others.

ABOUT THE FBA

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship program, a Professional Master in Football Business, was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Benfica, Olympique Lyonnais, Girona FC, Soccerex, streetfootballworld and Beko.

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