

# Gerardo Seeliger

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Executive Leadership, Career Strategy for Challenges in Disruptive Markets & VUCA. Co-founder of Spain's largest management consulting and executive search firm,  
Experience in international business, Start-ups, Sports business administration, Academia, Fluent: English, Spanish, German and French.

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## SPORTS EXPERIENCE AS ATHLETE AND IN SPORTS BUSINESS

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### SPORTS EXPERIENCE:

- **Olympic sailor in Kiel 1972,**  
still competing in dinghy and keel boats at World Championship level.
- **I was President of the Finn, 49er and 29er Classes.**  
Twice GM Spanish American Cup Challenge and President of Challenger of Record Committee, San Diego 1975.
- **Executive Director Association of National Olympic Committees (ACNO),** closely working with IOC Management.
- **President of the Marketing and TV Committee ISAF,** and  
President of International Classes Committee, ISAF.
- **Created WS Yachtsman of the Year Award, The Christmas Race,** Spain, with Teresa Lara, the Emerging Nations Program for Santander 2014 and Match Racing in Olympic Games 1992.
- **I worked in ISL Marketing,**  
(including Olympic Sponsorship TOP Program, FIFA), was Managing Director Europe of Quokka Sports (Digital Sports content), founded by John Bertrand, the America's Cup winner in 1983, producing the Olympic Games Sydney 2000 for the Internet Space.
- Academic Director of Master in **Sports Management at IE Business School.**

### Sports Business: 1980-Present

- **Sports Management: 1985-2008**  
Twice GM of Spanish America's Cup Challenge: 1992,1995.  
Chairman of Challenger of Record Committee America's Cup 1995, Chairman of the Louis Vuitton Cup<sup>o</sup>  
Contributed to "Code of Good Governance" for IOC: 2006-2008.  
Executive Director, International Volleyball Federation: 2004-2006. Executive Director of ACNO, Association of National Olympic Committees: 2002-2004.
- **Vuelta Mundo Explora: 1997-2008**  
Founder and CEO of global adventure travel company: 5 Round-the-World Expeditions for 4x4 Land Rovers & BMW Motorcycles.
- **Quokka Sport 1998-2003**  
Managing Director of Europe for San Francisco-based start-up; world leader in digital sports entertainment content. NASDAQ QKKA. Rights for WRWR, IOC, DORNA, Sydney Olympic Games, IAAF.
- **Adidas Holding Company, Switzerland 1985-1988**  
General Manager. Investments included: Pony, Le Coq Sportif, Arena, ISL Marketing the leading Sports Marketing Company; rights for IOC, FIFA, IAAF,

## PROFESSIONAL EXPERIENCE

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### Business Development & Consulting, Academic Director:

- **Talento Exponencial: 1997-Present**  
Executive / Human Resources Consulting & Mentoring.  
Global Business Development Strategies, Start-up Mentor,  
Senior Management Assessment.
- **Instituto de Empresa, IE Business School: 2007-Present**  
Academic Director of Masters Degree in Sports Management.  
Associate Professor Governance of Sports Organizations.  
Associate Professor Career Strategy. Lecturing Executive and MBA  
Candidates on: HR Competition, Coping with Disruptive Markets,  
Talent in VUCA times, Interview skills, Negotiation skills, Senior  
executive talents.
- **Círculo para el Diálogo, Founder 2015-Present**  
Meeting point for regular political debating Club between leading  
business executives and current politicians.  
[www.circuloparaeldialogo.com](http://www.circuloparaeldialogo.com)
- **Madrid Open City, President: 2019-Present**  
Madrid Open City is a non-profit association comprised of Spain's  
leading entrepreneurs, prominent institutions, companies and  
organizations in every field of enterprise [www.madridopen-city.org](http://www.madridopen-city.org)
- **Meedoc Spain: 2015-2016**  
Telehealth start-up. President for Expansion to Spain and Latam.
- **Xchanging: 2009-2015**  
Chairman, Spain. One of the world's leading BPO, technology and  
procurement firms. 8000 employees. Revenues of 1 Billion US \$,  
quoted London Stock Exchange.

### Management Consulting, Executive Search: 1980-2005

- **Seeliger Y Conde, Spain: 1990-2003**  
Co-founder, Managing Partner.
- **Heidrick & Struggles INC: 2003-2005**  
Managing Director, Spain and Portugal.  
Vice Chairman, New York.
- **Russell Reynolds Associates Inc, New York: 1980-1990**  
GM, Spain: 1980-1985  
Managing Director, Los Angeles: 1987-1990

### International Banking: 1973-1980

- **Banca Mas Sardá, Spain: 1973-1978**  
Head of International Division responsible for Global Business,  
Syndicated loans, Corporate Finance.
- **Bankers Trust: 1978-1980**  
General Manager, Spain.  
Assistant Director, Corporate Finance, BTI, London.  
Responsible for Corporate Finance, Iberia & Latin America

## EDUCATION

- **Masters Economic Sciences 1968-1973**  
University of Freiburg, Germany

## VOLUNTEERIS

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- **Fundación Seeliger & Conde: 2007-Present**  
Chairman of Foundation helping disabled find employment.
- **Generation/ McKinsey 2014-Present**  
Inspiring & Pre-Employment Prep and Career Strategy
- **Guest Lecturing: 2007-Present**  
Motivational Lecturer for Executives and MBAS at various universities LATAM, Asia, Middle East.
- **World Sailing: 1976-Present**  
Marketing and TV Commission Chairman International Sailing Federation. President of the Olympic 49er and 29er Classes.  
18 years President of the Olympic Finn Class.  
**Club Siglo XXI, 2016-2017:** Chairman of leading Spanish political debating Club

## PERSONAL

Current Honorary President International Finn Class, still actively competing in international Finn regattas. Former Member Spanish Olympic Sailing Team, participated in over 20 European and World Championships in Sailing. Competed in 1972 Olympic Games. World Triathlon Ironman Championships 1984. Enjoys world travel, long-distance cycling and cross-country skiing competition, scuba diving, archaeology, Classical music and playing the clarin