

LAURENT COLETTE

48 years old – French citizen, resident in Spain since 1991
Graduated from Lyon Management School (1983)

Has developed his career in marketing and commercial functions, starting in l'Oreal, AC Nielsen and Best Foods France.

Moved to Barcelona in 1991 to lead the brands Hornimans and Potax/Alsa for Best Foods Spain as part of an international assignment. Was named Best Foods Marketing Director in 94.

Moved to NIKE in 96 as Marketing Director for Spain & Portugal. In 99, was named as Marketing and Sales Director at Universal Studios' Port Aventura, to lead the change from a theme park to a resort.

In 2003, was called by the elected FC Barcelona board led by Joan Laporta to run the Venue and Facilities Department.

In 2006, decided to run his own business as strategic consultant more focused on sports and leisure industry. Main clients were Stage Entertainment, ACB Spanish Basketball League, Turisme de Catalunya, Qatar's Aspire Academy,...

In June 2010, after having being part of the strategic comite of S.Rosell for the FC Barcelona presidential campaign, was asked by the elected President to come back to the Club as Chief Marketing Officer.