

# Pablo VEGA

REAL FEDERACIÓN ESPAÑOLA DE ATLETISMO  
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## Motivation

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"It is an honor and a responsibility for me to represent the RFEA (Spanish Athletics Federation) with this candidature to be part of the Steering Committee of ITRA. I will try to use my professional experience and my personal love for Trail Running to contribute with ideas and work to help building the future of the Sport".

## Professional Experience

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### Current Profession

University Professor - ICADE, Universidad San Pablo CEU, Real Madrid Graduate School

### Former Positions

2015/2016 RFEA (Spanish Athletics Federation) - Director, Road & Trail Running Area  
2011/2014 REAL MADRID GRADUATE SCHOOL - Director, Master's Degree in Sports Marketing  
2009/2011 STRANDS FITNESS (Sports Online Network) - Business Director, Europe  
2007/2009 NBA - Business Director, Spain  
2000/2007 CANAL+ Spain - Several Positions, Marketing and Advertising Departments  
1999/2000 ARTHUR ANDERSEN (currently DELOITTE) - Auditor and Consultant  
1997/1998 SANTANDER - Treasury and Capital Markets Department

### Collaborations

Member of the Local Organizing Committee of the following competitions:

*Communication & Marketing Department:* Athletics World Indoor Championships (Valencia, 2008), Athletics World Indoor Championships (Istanbul, Turkey, 2012).

*Infield Announcer:* Athletics European Nations Championships (Malaga, 2006), Pan-American Games (Rio de Janeiro, Brasil, 2007), Cross Country European Championships (Toro, 2007), Athletics European Nations Championships (Leiria, Portugal, 2009), Mutua Madrileña Madrid Open ATP World Tour Masters Tennis (Madrid, 2009), Iberoamerican Athletics Championships (San Fernando, 2010), Athletics European Championships (Barcelona, 2010), Cross Country European Championships (Albufeira, Portugal, 2010), Cross Country World Championships (Punta Umbría, 2011).

*Event Presentation Director:* Athletics World Junior Championships (Barcelona, 2012), Madrid IAAF World Challenge Meeting (2009, 2012).

## Academic Background

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PhD in Economics and Business Administration, Master in Business Administration, University Degrees in Business Administration, Marketing and Tourism.

## Running & Trail Running

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Member of the Spanish National Team in 3<sup>rd</sup> IAU Trail World Championships in Connemara, Ireland, 2011.

PBs: 8'04" (3.000m) / 8'39" (3.000 St.) / 29'42" (10K Road).

Background in races, from 800m to +100K, through all type of surfaces, since the late 80's.

Active trail runner nowadays.