

ANDORRA SPORTS SCALE UP PROGRAM



ANDORRA
BUSINESS



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The Mentors



**Iris
Córdoba**

She has developed her professional career linked to enterprise development and the support of SMEs from the public and private side, with special focus on culture sector, Spanish language-related economy, entertainment and sports industry. Specializing in project management, networking creation and business development. Since the beginning of 2015, she has launched the GSIC promoted by Microsoft, a collaborative initiative between the public, private and academic sectors, which aims to promote innovation in the sports industry, creating an ecosystem composed by nearly 200 companies and institutions that generate



**Anna
Rodríguez**

Founder and director of Wow communication. She has more than 15 years of experience in brand communication projects for global and local companies. Transports Metropolitans de Barcelona, Ajuntament de Barcelona, Camper, Cadbury, Honda, Grandvalira, Andorra Turisme, Caldea and Govern d'Andorra are some of the clients he has worked for.



Elisa Fité

Founding partner and director of the Andorran company OPCIOGroup, in which she coordinates and accompanies the cultural transformation, processes and people: drivers, skills, leadership and organizational structure. Director in Andorra of TalentSenior. She has a degree in Psychology from the University of Toulouse, PDD from the IESE Business School, Coach for Clifton Strengths, (USA), certified in EMDR Europe. Coordinator of the eUNIV Bachelor of Psychology.



**Santiago
Mendizabal**

Santiago leads GSIC's international innovation and education projects, coordinating multi-stakeholder initiatives across the sports tech ecosystem. He specializes in managing EU-funded programs such as Erasmus+, with a focus on digital transformation, entrepreneurship, and AI in sports. Through strong cross-cultural coordination and operational oversight, he ensures high-quality delivery and contributes to GSIC's strategic growth and global impact across Europe and beyond.



**Miriam
Camps**

Miriam holds a degree in Business Administration and Management from the Universitat de Barcelona, a Master's Degree in Financial Management and Control from EAE Business School, and a Postgraduate Degree in Andorran Taxation from the Universitat d'Andorra. She brings over 15 years of experience in accounting, tax, and business advisory services, working with private sector companies and public institutions at both national and international levels. She is currently the founder of IMPULSA Coaching, where she integrates her strong financial background with business coaching, financial mentoring, and behavioral and conscious finance.



**Juan
Fuentes**

Juan Fuentes Fernández focuses on driving innovation and technology validation within the global sports ecosystem as Director of the GSIC Microsoft Global Testing Center in Valencia. In his current role, he leads the testing and validation of cutting-edge solutions across sports, health, and entertainment, connecting startups, corporations, institutions, and public entities with real-world testing environments. Through the GSIC Testing Lab, he supports the scaling of sports tech solutions by facilitating collaboration, international visibility, and market readiness, while contributing to the development of a global innovation ecosystem powered by GSIC and Microsoft



Judit Hidalgo

Currently leading Andorra's Economic Promotion Agency, Judit Hidalgo is a graduate in Economics from Universitat Autònoma de Barcelona (UAB) with extensive experience in promoting international trade. She previously headed the Trade & Investment Office in Sydney for the Catalan Government, facilitating Catalan companies' ventures in Australia and New Zealand from 2004 to early 2015. Prior roles include consultancy at the Canadian Consulate in Barcelona and positions at Natura Bissé. With experience in London and Barcelona, she has a strong understanding of Anglo-Saxon markets. Her tenure at ACCIÓ showcased her support for Catalan companies globally. Throughout her career, she has excelled in project design and implementation, aiding both private companies and government bodies in fostering innovation and competitiveness.



Carlos Cantó

Carlos Canto. Currently, CEO at SPSG Consulting, boutique consulting firm specialized in Sports and Entertainment. He used to work at IMG (now, part of Endeavor), as VicePresident of the consulting divisions for more than 10 years. Afterwards, he moved to Lagardere Sports (now, Sportfive), as VicePresident of the Consulting division. Carlos is also a member of the Board of Directors of RCDeportivo and other organizations. He is a Sport Business professor at ESADE and IE-Instituto Empresa business schools (both, top 25 in the world), and lecturer at academic entities such as LaLiga Business School, FIFA and Escuela Real Madrid.



Irene Gómez Jabalera

As Business Development & Innovation Manager at Grandvalira Setap365, she oversees Alpine Ski World Cup operations and leads strategic innovation initiatives—aligning cross-functional teams to deliver world-class events and foster a thriving innovation culture. With deep expertise in sports event management, business strategy, and a passion for alpine skiing, she transforms complex challenges into high-impact, transformative solutions.



Alda Rodríguez

Alda Rodríguez Ronchera is a Partner at Delvy Andorra, where she leads the corporate and M&A practice. With prior experience at Cases & Lacambra and Osborne Clarke, she advises startups, venture-capital firms and international clients across finance, technology and healthcare. Alda holds advanced law degrees from ESADE and Universitat d'Andorra, is admitted in Barcelona and Andorra, and will serve as our legal mentor.



Gemma Arribas

Gemma has over 20 years of experience in health and wellness, with a strong focus on innovation and cross-sector collaboration. As Project Manager in Health Sciences at Andorra Business, she works at the intersection of health and sport, driving initiatives that enhance athlete performance and well-being. With a clinical background and expertise in digital health and management, she brings a strategic and holistic perspective as a mentor in the sports innovation space.

Agenda

- 4 May** ● **Kick-off Meeting**
Group Session - Andorra/GSIC/SPSG
- Week of May 6** ● **Initial Evaluation of Companies**
Mentoring – Santiago Mendizabal
- 13 May** ● **Investment in Sports**
Group Session – Juan Fuentes
- Week of May 20** ● **Strategy**
Mentoring – Carlos Cantó
- Weeks of 27 May** ● **Marketing & Sales**
Mentoring – Anna Rodriguez
- Weeks of 1 June** ● **International Sport Ecosystem & Power of Networking**
Mentoring – Iris Cordoba
- Weeks of 8 June** ● **Innovation**
Mentoring – Irene Gomez
- Week of 15 June** ● **Legal**
Mentoring – Alda Rodriguez
- Weeks of 22 June** ● **Finances**
Mentoring – Miriam Camps
- Weeks of 29 June** ● **Mentoring - Leadership, HR, persons**
Mentoring – Elisa Fité
- Week of 6 July** ● **Conclusions and Next Steps**
Group Session - Andorra/GSIC/SPSG