



JORGE VALDANO

Former footballer. World Champion with the Argentina team. President and Partner of Makeateam. Leadership and teamwork

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- Former Coach, player and General Manager of Real Madrid
 - Pioneer in establishing relationships between the world of sports and the business world.
 - Trainer and elite athlete
 - With the Argentine team, he was world champion in the World Cup in Mexico in 1986.
 - His philosophy is based on the idea that "a team is a state of mind" and "the team is the only product that a club has and its only raw material is people"
 - Author of 8 books, including "11 Powers of a Leader"
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Jorge Valdano, nicknamed "The Philosopher of Soccer", combines business and sport on the same theoretical plane, a strategy that he successfully applied for more than a decade at Real Madrid C.F.

Jorge Valdano was a soccer player for the Newell's Old Boys, Alavés, Zaragoza and Real Madrid clubs, with whom he won two League titles and two UEFA Cups. Together with the Argentine team he played 22 games (nine in the World Cup) and scored 7 goals, proclaiming himself World Champion in Mexico '86. After retiring as a player, he was the coach of Tenerife, Real Madrid and Valencia.

He served as Sports Director of Real Madrid between 1997 and 2005, where he established a new and successful organizational and sports management system. In 2009 he was appointed General Director of the Club, a position he held until 2011.

He is a regular contributor to the media such as the newspaper El País, the magazine Marca, the radio channel SER and the television channel Telemadrid, and author of the books "Sueños del fútbol", "Cuentos de fútbol", "Cuadernos de fútbol " and " Apuntes de fútbol".

TEMAS

Jorge tailors each presentation to the needs of his audience and is not limited to the topics listed below:

- Leadership
- Teamwork
- Productivity and high performance

CONDICIONES

- **Travels from:** Madrid, España
 - **Fee Range:** Please Inquire
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