



JULIA ROCA VALVERDE

EVENT MANAGEMENT AND TICKETING STRATEGIST

Costa Rica, February 7th 1984

Barcelona

hola@jrocaeventos.com

ACADEMICS

2006 – 2008: International MBA, Universitat de Barcelona

2003 – 2006: Bachelor en Sciences de l'Entreprise et Relations Publiques, Instituto Internacional de Comunicación de París

2003 – 2006: Bachelor in Sports Management, Universitat de Barcelona

Middle and High School: Fort Lauderdale Prep School (Fort Lauderdale, Florida).

Primary School: Escuela Panamericana (San José, Costa Rica)

PROFESSIONAL EXPERIENCE

2018 – Current: Jroca Eventos, Owner. Event Manager and Ticketing Strategist

2018 - 2021: Kosmos Tennis, Ticketing and VIP Hospitality Director

2015 – 2017: Clubs DiR, Sports and Social Events Manager

2008 – 2015: Octagon Spain, Event Manager in the Tennis, Motor, Cycling and Running Departments

2004 – 2008: Real Club de Polo de Barcelona, Coordinator of the Junior High Performance Tennis School



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EVENTS

Cycling: Marcha Cicloturista Quebrantahuesos (2012 – 2015), Andalucia Bike Race (2012 – 2015), La Rioja Bike Race (2014 – 2015), QH MTB (2012 – 2014).

Fitness: YogaOne Experience (2023-2025), Global Yoga Congress (2017), Dones d'Aigua (2016 - 2017), Worldwide Aquathon (2016), Masterclass de Zumba DMove (2016 – 2017), Pedaleja per Unicef (2015 – 2017), Yoga Day Barcelona (2015 – 2017).

Motor: XTrial World Championships. Madrid, Málaga, and Oviedo. (2008 – 2015), Baja Aragón (2014 – 2015).

Swimming: 33rd LEN European Water Polo Championships Barcelona (2018), 15th FINA Swimming World Championships Barcelona (2013).

Running / Athletics: Cursa Montilivi (2022 and 2025), Cursa DiR Guàrdia Urbana (2016 – 2018), Cursa DiR Mossos d'Esquadra (2015 – 2017), Cursa Científica Hospital de Sant Pau (2016 – 2017), Moonrace (2014 – 2015), Maratón de Málaga (2014).

Tennis: Billie Jean King Cup Finals (2023-2024), Mutua Madrid Open (2022, 2018), Davis Cup Finals (2019 – 2021), WTA Mallorca Open (2018), Master Nacional de Tennis en Silla de Ruedas Masculino (2009 – 2019), Valencia Open 500 ATP World Tour (2009 – 2014), Master Nacional de Tennis en Silla de Ruedas Femenino (2010 – 2011), WTA Andalucía Tennis Experience (2009 – 2011).

Others: Premier Padel - Sevilla, Málaga, Madrid, Valladolid, Barcelona, Gijón, Tarragona (2022-2025), Cruilla Summer Festival BCN (2022 – 2025, 2017 – 2018), Laureus Sports Awards (2025), Copa SM La Reina Iberdrola Voleibol (2025), Skate Love Festival (2024), FIBA Basketball World Cup (2023), Copa del Mundo FIH Femenina de Hockey (2022), FIH Pro League Terrassa (2022), Final Four - Real Federación Española de Hockey (2022), Foro Internacional de Ticketing (2021 – 2022), Campeonato del Mundo de Pelota (2018), Foro Internacional del Deporte Valencia (2011 – 2014).



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TEACHING

ESEI International Business School - Professor Master in Sports Management (2023-2026), La Liga Business School - Professor Master in Sports Events (2025-2026), Escuela Internacional de Protocolo - Professor Master online in Entertainment Business (2024), ESADE - Guest Lecturer (2024-2025), Centre López Vicuña - Guest Lecturer (2019 - 2024), EU Business School – Professor BA and MBA (2021 – 2023), Sports Management School – Mentor and Guest Lecturer (2021 – 2022), UDLAP Consultores – Professor Post-Graduate (2021), Escuela Internacional de Protocolo Madrid – Guest Lecturer (2019), Universitat Abat Oliba – Guest Lecturer (2017 – 2020), Universidad Politécnica de Valencia – Professor Master (2012 – 2016).

MY EXPERTISE AREAS

- Ticketing Strategy
- Event Management and Production

OTHER INFORMATION

LANGUAGES

Spanish: Native.

English: Advanced

Catalan: Advanced, C Level

French: Intermediate, B2 Level

MY INTERESTS

Tennis, Padel, Wheelchair Tennis,

Social Corporate Responsibility,

Photography.

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INSTAGRAM_ @jrocaeventos LINKEDIN _

<https://www.linkedin.com/in/juliarocavalverde> OT