



JULIA ROCA VALVERDE

**E V E N T M A N A G E R A N D
T I C K E T I N G S T R A T E G I S T**

Costa Rica, February 7th 1984

Barcelona

hola@jrocaeventos.com

ACADEMICS

2006 – 2008: International MBA, Universitat de Barcelona

2003 – 2006: Bachelor en Sciences de l'Économie 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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**EVENT MANAGER AND
TICKETING STRATEGIST**

EVENTS

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

Fitness: 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), 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: 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: Madrid Premier Padel (2022), FIH Hockey Women's World Cup (2022), FIH Pro League Terrassa (2022), Cruilla Summer Festival BCN (2022, 2017 – 2018), Final Four - Real Federación Española de Hockey (2022), Foro Internacional de Ticketing (2021 – 2022), Basque Pelota World Championships (2018), Foro Internacional del Deporte Valencia (2011 – 2014).



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TEACHING

ESEI International Business School - Professor Master in Sports Management (2023), Sports Management School – Mentor and Guest Lecturer (2021 – 2023), UDLAP Consultores – Professor Post-Graduate (2021), Centre López Vicuña – Guest Lecturer (2019 – 2022), Universitat Abat Oliva – Guest Lecturer (2017 – 2020), Escuela Internacional de Protocolo Madrid – Guest Lecturer (2019), 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, B1 Level

MY INTERESTS

Tennis, Padel, Wheelchair Tennis,

Social Corporate Responsibility,

Photography.

WEB _ www.jrocaveventos.com

TWITTER _ @juliarocavalver

INSTAGRAM_ @jrocaeventos

LINKEDIN _ <https://www.linkedin.com/in/juliarocavalverde>