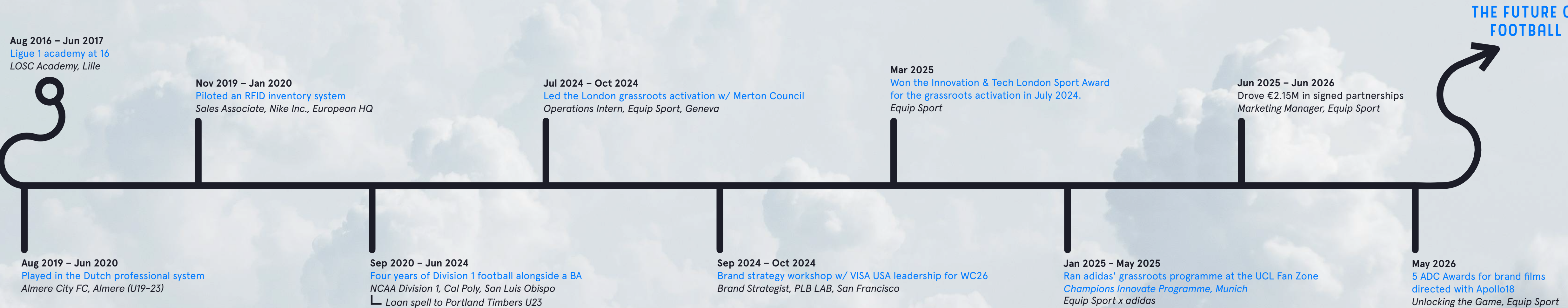


OSCAR BAUDEY

I WANT TO HELP SHAPE THE FUTURE OF FOOTBALL

HERE ARE MY HIGHLIGHTS SO FAR...



HARD SKILLS

- Brand strategy
- Deck design (formatting, layout, & storyline)
- Partnership pitch authoring
- Consumer insight / data storytelling
- AI-native builder (websites, apps, html docs)
- Creative direction / brand film

SOFT SKILLS

- Communication
- Team work
- Energy
- Diligence
- Observation
- Leadership

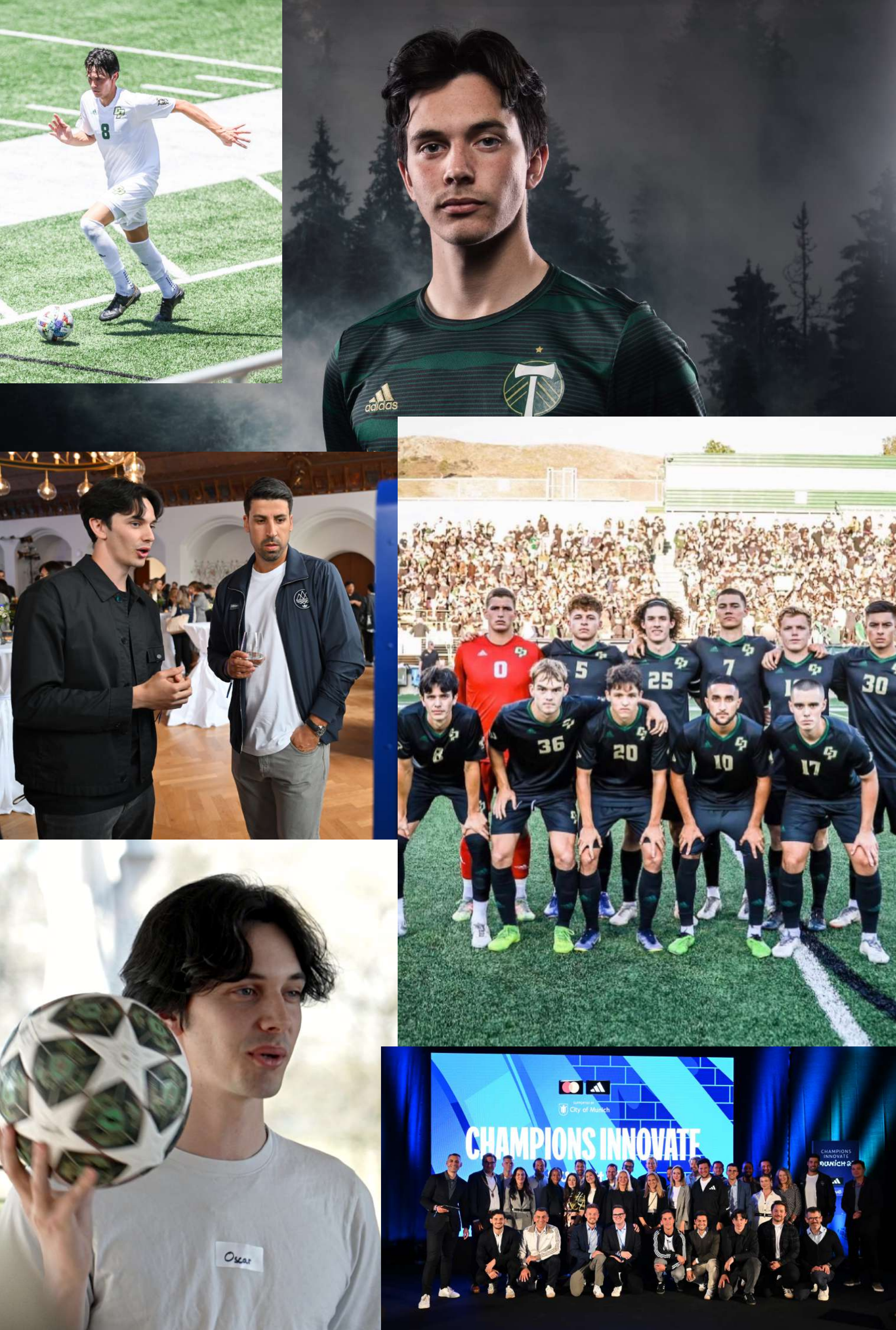
BRAND AWARDS

- Gold, London Sport 2025, Digital & Tech Innovation
- Silver, ADC 2026, Digital Media, Ethical Design Strategy & Accessibility
- Bronze, ADC 2026, Digital media, Business innovation & Platform Strategy
- Merit, ADC 2026, Digital Media, Digital Products & Services
- Merit, ADC 2026, Spatial Experience, Spatial Service Design

WHAT I WOULD BRING TO ON FOOTBALL



I believe On Football's success sits at the intersection of these four lenses of football.

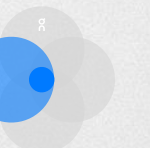


FOOTBALL PERFORMANCE

I played at LOSC's academy in Lille, at Almere City in the Netherlands, at Timbers FC in Portland, and NCAA Division 1 at Cal Poly, SLO.

On the business side, I've sat with VISA USA's leadership building their brand strategy for the 2026 World Cup, and I ran the consumer insights pipeline at Equip Sport.

The insight. The football community wants more ways to feel closer to the game, physically and digitally. Closeness is something a brand can engineer, not just sponsor.



FOOTBALL CULTURE

I grew up playing pick-up on the Johan Cruyff Courts in Amsterdam, mentored by Edward van Gils, and still play street ball today. I'm waiting eagerly for the launch of The Grounds in EA Sports FC: the pavement, rebuilt digitally, by the biggest football game in the world.

On the business side, I built and ran Equip Sport's consumer insight pipeline, studying what it means to have access to sport 24/7 and how urban sport culture actually behaves.

The insight. The pavement is the only version of football nobody owns and everyone belongs to. Strip away the floodlights, the money and the selection, and what's left is the part people love most: a game that's theirs to create.





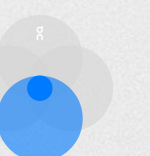
FOOTBALL YOUTH

I've coached players aged 10 to 18 in the United States, England, France and Australia, and seen the game through their eyes in four different football cultures.

On the business side, I've led grassroots initiatives winning the Digital and Tech Innovation Award at the London Sport Awards 2025, and adidas' Champions Innovate Programme at the 2025 Champions League Fan Zone in Munich.



The insight. As football tilts further into data and science, young players still fall in love through the Cruyff turn and the feeling of scoring with people they know. They need something to strive toward, not something to optimize.





ON FOOTBALL WILL WIN AT MBAPPÉ'S FEET, AND LIVE IN
WHAT PEOPLE CREATE AND DREAM OF TOGETHER WHILE
WEARING THE ON BRAND.

WHAT MY TEAM SAYS ABOUT ME



Oscar is a very **quick learner**, specifically more from a perspective of **listening & observing** what we as a team, and the client were doing & saying. He was able, is able to take it in and do something with it in the moment.

Jason Schütze-Fulton, This Memento (WC26 VISA workshop feedback)



Oscar demonstrated great intellectual curiosity and an exemplary work ethic. Equipped with strong **analytical skills** and **solid marketing fundamentals**, he was able to put his expertise to work on a variety of projects with rigor and professionalism. Always ready to roll up his sleeves and lend a hand to his colleagues, Oscar **collaborates with ease** within cross-functional teams and displays **natural leadership qualities**. His **versatility**, **commitment**, and **team-oriented mindset** were particularly appreciated throughout his time with us.

Vincent Borel, CEO Equip Sport



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Andrea Cabral, Head of Software Equip Sport

WHERE YOU CAN FIND ME WHEN I'M NOT ON THE PITCH...

I would welcome the chance to connect over zoom and discuss the opportunity of working for On Football's brand, insights, and/or events team.

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