

Joan Laporta

President FC Barcelona

"One of the most inspiring experts on goal achieving, teamwork and change"

Joan Laporta is the protagonist and the initiator of one of the most outstanding cases of organisational transformation, business success and achievements in sports. From 2003 to 2010 he was the President of FC Barcelona, one of the world's most powerful brands and leading football clubs. In 2021, Joan was re-elected as President of the Club.

TOPICS:

- Barcelona: A Model of Success
- Leadership
- Change
- Teamwork
- Organisational Transformation
- Social Responsibility and Social Marketing
- Management and Economics of a Football Club

LANGUAGES:

He presents in Catalan, Spanish and English.

IN DETAIL:

During his mandate the club won mayor competitions and leagues and increased their budget and membership significantly. Joan has a degree in Law from the University of Barcelona and a Master in Corporate Law. After his time as the President of Barcelona, Joan stepped into the world of politics and was elected President of Democràcia Catalana. He also was a member of the Catalonian Parliament and in 2011 he was elected councillor of the City Council of Barcelona.

WHAT HE OFFERS YOU:

In 2003, a new generation of young and dynamic executives joined Barcelona to generate a groundbreaking change. They popularised the expression "virtuous circle" which aimed to strengthen the club economically and socially. In his presentations Joan Laporta explains how to reach excellence through commitment, teamwork and motivation.

HOW HE PRESENTS:

A passionate speaker and natural leader, Joan Laporta is in great demand to speak at prestigious events around the globe.