

JAVIER MARTÍNEZ – THE FAN MAKER

Global expert in turning customers into fans through emotional experiences that drive sustainable business growth

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- A leader who has transformed emotion into a true competitive advantage: customers → fans → exponential growth
- He has served as Chairman of Disney Iberia and Vice President of Marketing and Sales for Southern Europe at The Walt Disney Company, Chief Business Officer at Atlético de Madrid, and Managing Director for the Middle East at Globant, leading brand growth and international expansion
- Creator of Fan-Driven Growth®, a robust framework to accelerate engagement, loyalty, and revenue generation
- Combines strategic rigor with emotional intelligence to unlock deeper customer connections and sustainable business growth

- Goes beyond inspiration: redefining how organizations build meaningful, long-term relationships with their customers

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Javier Martínez, widely known as “The Fan Maker,” is a globally recognized expert in fan experience, emotional marketing, and business growth. With more than 25 years of international executive experience, he has worked across Europe, the Americas, Asia, and the Middle East at the intersection of marketing, technology, entertainment, and innovation.

He spent nearly 14 years at The Walt Disney Company, where he served as Chairman of Disney Iberia and Vice President of Marketing and Sales for Southern Europe, leading commercial strategy and brand expansion for one of the world’s most iconic companies. He later became Chief Business Officer at Atlético de Madrid, where he played a key role in the club’s global expansion and the development of innovative fan experiences at the Metropolitano Stadium.

Throughout his career, he has collaborated with leading organizations across industries, including technology, sports, finance, and retail, helping them rethink customer relationships and unlock new growth opportunities.

Javier is the creator of the Fan-Driven Growth® methodology, a framework that demonstrates how emotional connection can become a powerful and sustainable competitive advantage. His keynotes combine compelling storytelling, strategic insight, and real-world case studies, enabling organizations to transform transactional customers into loyal, engaged fans.

TEMAS

Javier - The Fan Maker tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Fan Experience & Customer Experience
- Emotional marketing & brand building
- Community-driven growth strategies
- Digital & “phygital” transformation
- Leadership and organizational culture
- Commercial strategy & business growth

PROGRAMAS

Fan-Driven Growth: turning emotion into business traction. Beyond AI.

- When customers stop listening.
- When brands compete in saturated markets.
- When growth stalls.

The challenge is clear: activate a deeper connection with people to turn emotion into sustainable growth.

In saturated markets, growth no longer depends on product or price alone, but on the emotional relationship with customers.
This keynote explains how to turn emotional connection into loyalty, advocacy, and profitable growth, across any industry.
A strategic perspective for leaders seeking sustainable results, not short-term initiatives.

CONCEPTS COVERED

- Learn how to transform emotional connection into measurable, repeatable, and scalable business growth.
- Discover proven drivers to turn customers into loyal fans who stay and recommend.
- Understand how to design Fan-first journeys that drive engagement, revenue, and profitability.

RELATED INDUSTRIES

Banking, insurance, retail, corporate services, technology, luxury, and any brand seeking loyalty beyond the transaction.

Why have customers… when you can have fans?

Why settle for customers when the real competitive advantage is building fans?

Today, satisfaction does not guarantee loyalty.

Transactions do not generate sustainable growth.

The real difference comes from emotional connection.

Satisfaction no longer guarantees retention.

This keynote shows why companies that build emotional bonds achieve higher lifetime value, lower churn, and organic growth.

A clear framework to transform transactional relationships into strategic business assets.

CONCEPTS COVERED

- Transform commercial relationships into emotional bonds.
- Apply storytelling and authenticity principles to turn brands into objects of desire.
- Use practical tools to humanize your brand and create fandom.

RELATED INDUSTRIES

B2C and B2B brands in banking, retail, technology, luxury, and corporate services seeking loyalty beyond the transaction.

A journey into the Fan Universe

What if your customers didn’t just buy… but believed in your brand?

Fandom isn’t built — it’s awakened.

Belonging and emotional commitment.

Fandom is not marketing — it’s strategy.

This keynote explores the emotional psychology behind brands that create belonging, advocacy, and long-term preference.

A leadership perspective on designing memorable experiences that drive brand and business value.

CONCEPTS COVERED

- Understand the emotional DNA that drives fan behavior and lasting connection.
- Learn how to evolve from Customer Experience (CX) to Fan Experience (FX).
- Discover how to design memorable experiences that inspire advocacy and drive growth.

RELATED INDUSTRIES

Sports, entertainment, retail, lifestyle, technology, and any brand looking to turn emotion into loyalty.

EXECUTIVE WORKSHOP: THE BUSINESS OF BELONGING (4 Hours)

How to Build Relationships That Drive Sustainable Growth

Profitability attracts clients. Trust keeps them. Belonging turns them into advocates.

Objective

Identify opportunities to strengthen emotional connections with clients, advisors, distributors, and sales teams.

- Workshop Agenda
  - The New Loyalty Paradigm
  - Mapping the Investor Emotional Journey
  - Applying the Emotional Loop® Framework
  - Designing Memorable Experiences
  - Building a 90 Day Action Plan
- Deliverables
  - Investor Emotional Journey Map
  - Relationship and Connection Opportunity Assessment
  - Experience and Relationship Blueprint
  - 90 Day Implementation Roadmap
- Expected Outcomes
  - Higher client retention and loyalty
  - Increased referrals and advocacy
  - Stronger relationships with distributors and advisors
  - Differentiation beyond products and performance
  - Sustainable growth driven by trust and belonging

CONDICIONES

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