EXECUTIVE PORTFOLIO · 2026

Pablo Marquez

Equestrian Industry Executive

Founder · Business Developer · Sports Innovator

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Experience across events, media, business development and equestrian sport — over two decades working in international competition, event management, sponsorship, media rights, league development and technology-led ventures within the equestrian industry.

20+	**9**	**Founder**	**Founder**
Years in Equestrian Industry	Years Leading Madrid Horse Week	National Equestrian League	Ryde TV

PROFILE

Equestrian industry executive, entrepreneur and international show jumping athlete. Over twenty years building, managing and commercialising projects across elite sport, event management, sponsorship, media rights, broadcasting, league development and sports technology — across Madrid Horse Week, the National Equestrian League and Ryde TV. Work consistently focused on expanding audiences, improving commercial sustainability and exploring new growth opportunities for the equestrian industry.

SELECTED PROJECTS

National Equestrian League · Founder & CEO · 2018 — 2020
Reimagining professional show jumping through teams, media and franchise ownership. Designed the franchise-based, broadcast-native league structured around FEI regulations with a North American expansion roadmap.

Madrid Horse Week · Executive Director · Board Member · 2012 — 2021
Strategic, commercial and operational leadership of one of Europe's premier FEI World Cup events. Eight consecutive editions — sponsorship, hospitality, ticketing, media, government relations, venue partnership with IFEMA.

Ryde TV · Founder · 2022 — 2023
Sports technology and media venture combining AI, automated production, streaming infrastructure and digital distribution to make professional broadcasting accessible to every equestrian event.

International Show Jumping Athlete · 2002 — Present
Two decades inside the sport as rider, horseman and equestrian professional — competing internationally and developing horses across multiple countries.

SELECTED ACHIEVEMENTS

- Eight consecutive editions of Madrid Horse Week delivered at FEI World Cup standard
- Founded the National Equestrian League — full business model, regulations and franchise architecture
- Founded Ryde TV — AI-driven automated broadcasting designed exclusively for equestrian sport
- 100+ sponsor negotiations across Tier 1 and Tier 2 brands
- Long-term relationships with major sponsors, federations and institutional partners
- International horse trading and athlete-network development across multiple countries

CAREER

2022 — 2023
Founder · Ryde TV

2018 — 2020
Founder & CEO · National Equestrian League

2012 — 2021
Executive Director · Board Member · Madrid Horse Week

2002 — Present
International Show Jumping Athlete · Horseman

EXPERTISE

Business Development · Strategic Partnerships · Sports Commercialisation · Sponsorship Sales · Media Rights · Event Management · League Development · Product Strategy · Leadership · Negotiation

EQUESTRIAN EXPERTISE

FEI Competitions · Show Jumping · League Development · Equestrian Media · Horse Trading · Venue Operations · Hospitality · Sponsorship · Broadcasting

LANGUAGES

Spanish (native) · English (fluent)