

# CLAUDIO LANZINGER ZURITA

Elite Sports Operations Leader | Former Pro Padel Player | Specialist in Launching & Scaling Padel Facilities Across Europe

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## PROFILE

Elite sports executive with over a decade architecting championship-level systems across Europe and the Middle East. Former professional padel player (PPT Rank #87) who transformed from elite athlete to technology innovator. Co-Founder & Strategic Advisor of Courtwin Digital, developing AI-powered platforms for racket-sport clubs. Sports investor and strategic consultant specializing in federation reform, academy development, and technology-driven training systems adopted by 2,000+ coaches internationally.

**Languages:** *Spanish (Native) | German (Native) | English (Advanced) | Swedish (Intermediate)*

## KEY ACHIEVEMENTS

<b>2nd Place World Championship</b> Led Sweden to historic silver medal at 2023 World Padel Championship Junior	<b>Founded Courtwin Digital</b> AI-powered platform transforming club operations across GCC and Europe	<b>7-Country Footprint</b> Active partnerships across Sweden, Spain, Saudi Arabia, Oman, Belgium, Norway, Finland
<b>2,000+ Coaches Trained</b> Developed methodology adopted across multiple national federations	<b>€400K+ Revenue Generated</b> Built multi-site academy operations and strategic consulting programs	<b>Elite Player Development</b> 15+ years competing at professional level, career-high PPT ranking #87

## LEADERSHIP EXPERIENCE

<b>Co-Founder &amp; Strategic Advisor</b> Courtwin Digital Technology Solutions <i>Dubai, UAE</i> <ul style="list-style-type: none"><li>Developed Courtwin OS, multi-tenant SaaS platform integrating club operations and emotional data analytics</li><li>Designed three-pillar growth framework connecting Players, Coaches, and Shareholders</li><li>Created AI-driven analytics guaranteeing club growth, player satisfaction, coach performance, and stakeholder value</li></ul>	2023 – Present
<b>Partner &amp; Technical Advisor</b> Resinas y Compuestos <i>Spain</i> <ul style="list-style-type: none"><li>Lead factory coordination, production planning, and full-cycle quality assurance</li><li>Oversee development of new molds, composite layups, materials, and performance finishes</li><li>Manage international B2B projects for brands launching or enhancing racket collections</li></ul>	2022 – Present
<b>Founder &amp; Strategic Consultant</b> CLZ Padel <i>Pan-European &amp; GCC Operations</i> <ul style="list-style-type: none"><li>Built premier consultancy serving national federations, academies, and elite clubs across seven countries</li><li>Currently league organizer at one of Jeddah's most prestigious clubs, coordinating international trips and padel camps</li><li>Secured multi-year contracts with Swedish Padel Federation as primary coaching education provider</li><li>Organized high-profile leagues, tournaments, corporate events across multiple markets</li></ul>	2018 – Present
<b>Freelance Advisor: Padel Racket Manufacturing</b> PRO10PADEL GLOBAL (B2B Consultancy) <i>Spain</i> <ul style="list-style-type: none"><li>Advise on collection planning, mold engineering, material selection, finishes, and product positioning</li><li>Support clients through full manufacturing process: design, prototyping, factory coordination, QC</li><li>Strategic link between leading Spanish factories and brands requiring premium composite manufacturing</li></ul>	2018 – Present
<b>Entrepreneur &amp; Founder</b> ZENYC Padel <i>Spain</i> <ul style="list-style-type: none"><li>Developed proprietary molds, composite structures, and full high-performance racket collections</li><li>Led design, testing, supplier relationships, and commercial launch strategies</li><li>Managed complete product lifecycle from concept and prototyping to quality validation and production</li></ul>	2011 – Present
<b>Head of Education &amp; National Team Coach</b> Swedish Padel Federation <i>National Teams Program</i> <ul style="list-style-type: none"><li>Led Sweden to historic 2nd place at 2023 World Padel Championship Junior</li><li>Increased junior participation by 200% through grassroots initiatives</li><li>Certified 1,500+ coaches in 24 months through intensive training programs</li><li>Developed proprietary tournament management software for national federation events</li></ul>	2021 – 2023
<b>Director &amp; Head Coach</b> Good to Great Academy <i>Stockholm, Sweden</i> <ul style="list-style-type: none"><li>Partnership with Magnus Norman (Former ATP #2)</li><li>Built academy to 500+ competitive players in 18 months with 94% retention rate</li></ul>	2022 – 2023
<b>Regional Academy Director</b> WAP Padel Club <i>Nordic Countries</i> <ul style="list-style-type: none"><li>Expanded program from 1 to 120 clubs across Norway, Sweden, and Finland</li><li>Generated €400K+ annual revenue through membership, camps, and private coaching</li></ul>	2019 – 2021
<b>Professional Athlete</b> Padel Pro Tour (PPT) <i>International Circuit</i> <ul style="list-style-type: none"><li>Career-high ranking #87 in world's most competitive professional circuit</li><li>15+ years competing across Spain, Portugal, and Latin America</li></ul>	2006 – 2021

EDUCATION & CERTIFICATIONS

Business & Executive Leadership

- Mastering Business Essentials – Emory University (2024)
- Strategic Management – Copenhagen Business School (2024)
- GenAI for Executives & Business Leaders – IBM (2024)

Coaching & Psychology

- ICF Life Coaching Certification – Level 2 (2018)
- Professional Coaching Formation – ACSTH (2015)
- RPP Professional Coach Certification (2014)
- Multiple National & Technical Padel Coaching Certifications (2009-2012)

CORE EXPERTISE

Sports Technology & AI | Digital Product Development | Elite Player Development | National Team Leadership | Federation Strategy | Academy Scaling | Performance Analytics | Event Management | Multi-Site Operations

REFERENCES

Magnus Norman

Owner, Good to Great  
Former ATP #2  
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David Gelinder

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Swedish Padel Federation  
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