

LUIS FERNÁNDEZ CHACÓN

Forbes 30 Under 30 · Madrid

luis@iconmbs.com | +34 644 880 952

SUMMARY

Entrepreneur and sales professional who loves building new things and spending time with friends. Co-founded ICON, an EdTech company for the entertainment industry, and learned sales from the inside at Google and TikTok. Enjoys connecting people, opening doors and turning ideas into something real. Driven by curiosity, guided by action.

EDUCATION

● International Relations and Business Administration

double bachelor's undergraduate

Carlos III University of Madrid (UC3M) – Madrid, Spain

2022 - 2027

Academic Record

- High School GPA: 9.84/10
- Entrance Exam: 13.604/14
- University GPA: 8/10

● Exchange Year – Bachelor of Business Administration

The Paul Merage School of Business (UCI) – Los Angeles, USA

2024 - 2025

EXPERIENCE

● [ICON Music Business School](#) | **Co-Founder & CEO:** Built an accredited EdTech platform for the entertainment industry from scratch, in partnership with Banco Santander and Universidad de Nebrija. Assembled a faculty of 80+ industry leaders, including Latin Grammy-winning artists and senior executives from Universal, Sony and Warner. Led commercial strategy, the sales team and the company's growth from day one. (Sept.2025-present)

● **Google | New Business Sales Internship:** Prospected and qualified new advertisers for the UK market from Google's EMEA hub in Dublin. Closed €830K in one month, exceeding every target and helping teammates hit theirs. Generated 125 qualified leads (227% of target) and 17 discovery meetings, handing 15 opportunities to 7 account reps. Built an AI agent to automate LinkedIn follow-ups and an 800-contact lookalike list from closed deals, and launched an affiliate readiness program with 18 accounts at €30K expected spend per account. (Jul.2026 - Sept.2026)

● **TikTok Shop | Account & Creator Manager (Intern to FTE):** Onboarded 100+ sellers and managed creator partnerships across Portugal, Poland, Germany, Italy and France, scaling multiple accounts to €100K+ in monthly revenue. Grew the affiliate channel 12% QoQ and became the youngest employee to convert from intern to full-time at TikTok Shop Spain. (Jul.2025 - May.2026)

● [Inédito Podcast](#) | **Host & Content Strategist:** Grew the audience to 45,000+ subscribers and 20,000,000+ views across platforms in 10 months. Featured high-profile guests such as Julissa Reynoso (U.S. Ambassador to Spain), Federico Linares (President of EY Spain), Albert Triolla (CEO of Oracle Spain) and Borja Vázquez (CEO of Scalpers) among 70 more guests. (sept.2023-sept 2024)

● **Artist Boosting | Growth & Operations Lead:** Bridge connecting emerging artists with top-tier producers. Led sales strategy and coordinated team efforts, managing relationships with artists, producers, labels and media. Achieved €500,000 in revenue with a paid media strategy within 8 months. (Dec.2023 – July.2024)

● **Skill Hunting | Co-Founder & Business Development Lead:** Built a meritocratic entrepreneurial ecosystem. Directed strategic partnerships, sponsorships and revenue generation for 10+ events, growing the community from 0 to 25K+ followers and generating €50,000+ in revenue. (Nov.2022 - Sept.2024) ([Press release](#)).

LANGUAGES

Spanish (Native). English (C2). Portuguese (B1)

ADDITIONAL INFORMATION

- **Technical Skills:** HubSpot CRM, Google Ads, Meta Ads, Excel, MySQL, Python; AI agents for sales automation.
- **Honors & Awards:** [Forbes 30 Under 30 Spain 2026](#). Bright Future Program by Nova Talent (Jan. 2024)
- **Recognition:** Winner of StartCamp 2022 – UC3M's largest hackathon, leading an AI-based LegalTech solution.
- **Hobbies:** Going to the countryside and having a drink with friends.
- **Volunteer Work:** Religious camp monitor mentoring minors and managing logistics (PDAV) | organized and led a €2,000 fundraising event to support entrepreneurship through microcredits in developing countries.