

Marisa Vázquez-Shelly
Director of Private Sponsorship
Teatro Real, Madrid

Although her academic background is in philology (Modern Languages degree, Westminster College, London) her career has revolved around cultural management. The year 2023 marked two decades working at Teatro Real in Madrid, first as director of Sponsorship, also directing Communication, Marketing and Protocol. Along those years she has contributed to the transformation of its funding model, from the creation of the sponsorship programme, to the consolidation of private patronage, in particular through the support of major donors who continue to increase, both in number and in financial contributions. She has also taught patronage courses at prestigious universities in Spain and regularly participates in debates and round tables about management and culture. She is an invited professor in the Opera Management Course, since its creation 10 years ago by Opera Europa; and a lecturer in the Master's scheme offered by the Polytechnic University of Milan and the Accademia Teatro alla Scala.

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A handwritten signature in blue ink, appearing to be 'M. Vázquez-Shelly', written in a cursive style.