

Andrés Iniesta Fronts FedEx Campaign Celebrating Football's SME Champions

FedEx Champions of Business Andrés Iniesta Leads New FedEx Campaign Spotighting Game-Changing Football SMEs



London, United Kingdom May 23, 2025 ([IssueWire.com](https://www.IssueWire.com)) - FedEx Champions of Business Andrés Iniesta Leads New FedEx Campaign Spotighting Game-Changing Football SMEs . He takes time out of his ever increasing busy schedule to talk to European Business Magazine about all aspects of the campaign.

Global football icon, entrepreneur, and investor Andrés Iniesta steps into a new kind of spotlight as the face of the FedEx Champions of Business — a newly launched initiative that honours the innovative small and medium-sized enterprises (SMEs) transforming the football industry behind the scenes.

Created by FedEx, the Champions of Business list celebrates the unsung heroes powering progress — from AI-driven match analytics and advanced scouting platforms to sustainable, waste-to-energy innovations already adopted by top-tier European clubs. These companies may not dominate the headlines, but they are quietly reshaping the beautiful game.

In the campaign's launch video, Iniesta is joined by Dan Vines, Senior Vice President of Sales at FedEx, and Bex Smith, former international footballer turned CEO, to meet and hear directly from three standout businesses featured on the list — offering a rare and inspiring look at the future of football innovation

from the grassroots up.

You've had one of the most celebrated careers in football history. What inspired your transition into the world of business and entrepreneurship after hanging up your boots?

I was inspired by the prospect of staying connected to football, even if that meant from a different perspective. I was inspired by still being around the game and helping give young people more opportunities to play football, which is something we do at the Iniesta Academy. Even when I was playing, I knew this would be the next step for me. It was clear that I couldn't wait until my very last day, and that I had to start preparing for when the time came. Once you get there, it's important that you already have the necessary background knowledge and experience, so you're not caught off guard. That helps you find the appropriate responses much faster. Without knowledge and passion, things can get very complicated. Maybe even too complicated.

You're now part of the FedEx Champions of Business campaign, spotlighting SMEs that are making a real impact in football. Why do you believe it's so important to support small and medium-sized enterprises within the football ecosystem?

I think they're essential. Without them, the sports industry can't thrive. Without them, each and every process slows down, because you need to have a good understanding of the business at hand. It's essential that they receive the necessary support so they can make progress, because these small and medium-sized enterprises have the talent right there at their fingertips. But without that support, the situation ends up being much more difficult and complex.

Can you tell us what drew you to be the face of this campaign, and what personally resonates with you about the businesses being featured?

The opportunity to help. To use my image to help promote the work – which can sometimes go a little under the radar – that all those businesses are doing, businesses that are key to understanding how the sports industry runs on a day-to-day basis. It's from the ground up, and thanks to the talent of the people leading campaigns like these, that great ideas are built. Having the creativity and stability to drive these endeavours forward. I think FedEx's initiative to focus on those kinds of businesses, businesses like ours (NSN Never Say Never), is fantastic.

As someone who has spent years at the highest levels of football, how do you see the role of innovation and entrepreneurship shaping the future of the sport — both on and off the pitch?

Innovation is key. Football, at its core, is always the same. But there are slight nuances that have changed, and that stems from innovation. You need to create something different, and for that, sport is without a doubt the best learning ground. It puts you to the test every single day, forcing you to find fresh solutions to problems you thought you had already solved. That need ensures you're constantly pushing forward. The same applies to entrepreneurship, because you need to put together great teams of people if you want to bring all those ideas to life.

During filming, you had the chance to hear stories from business leaders featured on the Champions of Business list. Was there a particular story or insight that stood out to you?

They're all so inspirational. They're all so eye-opening. They all help you to grow. I wouldn't want to be unfair and mention just one in particular, because I truly feel that each and every one of these initiatives has helped me. You see things that immediately make you start thinking about how they could be

replicated in sports business models. It's only natural. Sport and business go hand in hand, they're inseparable.

You've built your own business ventures in recent years — what lessons from your football career have carried over into your approach to leadership and investment?

There are so many. You share a lot of human experiences playing football, which transcend the game itself and can later come in useful in a business setting. You learn from the teammates you've had by your side. Everyone has their own way of dealing with situations and facing problems. Everyone has a common goal: to win. And that will help you down the line when putting together teams that need to work well together in business. Leadership must be earned day by day. Leadership is when your actions and words align precisely. It's about what you do, not just what you say.

You've worked with incredible teams throughout your career. How important is teamwork and trust when it comes to building successful businesses, especially in a dynamic sector like football?

You can't achieve anything on your own. That's an important lesson you learn in football. And, in my view, it's a powerful lesson that can and should be carried into the business world. Teamwork is key. It doesn't matter how talented someone is, they can't achieve everything they set out to do on their own. It takes a collective effort, a supportive attitude, knowing that you have someone by your side who will help you and who you, in return, will grant an opportunity to improve. It's about working as a team and building relationships based on trust, because there will be tough times when you'll need the help of your teammates.

Finally, what advice would you offer to aspiring entrepreneurs — especially those who see an opportunity in the football world but aren't sure where to begin?

To begin with, it's imperative that you study hard. Study the situation, consider all the possible scenarios, from the best to the worst-case, as that will allow you to have as much information as possible. Once you've analysed the situation, you must then work with the utmost enthusiasm to achieve the goal you've set for yourself. And it's essential that you surround yourself with the best specialists in each area. They're the ones who will not only help you grow, but also give you the confidence you need to take on projects, because it's they who have the key talent and vital knowledge.

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