

Marc Segarra '13
2019 Outstanding Young Alumni Award

Winthrop University recognizes young alumni, age 35 or younger, whose service to the university, service to the community and professional achievements have reflected positively on all alumni and the university.

The recipient of the 2019 Outstanding Young Alumni Award is Marc Segarra.

Born in Barcelona, Segarra attended the University of Bologna, where he studied marketing and strategy at the Universitat Pompeu Fabra, where he majored in international trade/economics before obtaining his bachelor's degree in international business from Winthrop in 2013.

He played as a forward for Winthrop's men's soccer team for two seasons during his junior and senior years. He played an integral role on the Student-Athlete Advisory Council (SAAC) and spearheaded Winthrop's volunteer outreach for the men's soccer team. During his years as a student, he volunteered with the Boys & Girls Clubs of America as a soccer athlete representative. Segarra also served as a coach with Discoveries Soccer Club, a Rock Hill non-profit affiliated with the South Carolina Youth Soccer Association (SCYSA) and the United States Youth Soccer Association (USYSA).

Using his background in marketing and branding, he embraced his passion for soccer and in October 2013, he, along with Alex Iern '12, co-founded ISL Futbol, a global sports management company that creates, manages and executes unique soccer experiences. From athlete services to consulting and event planning, ISL is based in both Spain and the United States. Segarra works with brands, clubs and companies to offer camps, clinics and competitions in the soccer market. ISL's hallmark has been the Barca Experience, training camps at FC Barcelona headquarters where athletes practice and play. So far, some 5,000 people from the United States have trained through this program. In 2017, he used his connections to bring former New England Patriots tight end Rob Gronkowski as a special guest to train with players.

Tying into Segarra's early interest in working with young soccer players, ISL provides soccer opportunities to youth in cities such as Charlotte, Miami, Columbus, Chicago, Austin and San Diego through its Barca Academy training program. Additionally, Segarra and Iern created the ISL Foundation in 2018 to provide soccer opportunities for disadvantaged and disabled youth.

After transitioning from ISL Futbol to the ISL Agency, Segarra – who speaks five languages including Catalan, English, French, Italian and Portuguese – currently serves as a managing partner and head of new ventures. ISL employs 11 Winthrop graduates.