COACH REYES

PROFESSIONAL DOSSIER

Rubén Reyes Agüera

Basketball coach
Building, leadership and performance

20 seasons on the bench, from U10 to LEB Plata.



PROFILE

A career built *from the ground up*

01

Proven track record

20 seasons on the bench, from grassroots development to national leagues, with the credibility that only daily work brings.

02

Adaptable coach

Performance in very different settings: from developing young talent to the demands of senior competition. The system adapts to the players, not the other way round.

03

Locker-room leadership

Bilingual in Spanish and Catalan, with B2 English. Managing diverse groups, building team culture and demanding, cohesive environments.

THE COACH

Tactics, culture and *results*

01

On the court

Basketball with a clear identity: transition, decision-making and defensive intensity. Systems designed to create advantages, within a conceptual framework that gives players freedom.

02

In the locker room

Group management built on trust and high standards. Team culture as the basis of sustainable performance.

03

In the front office

A structural view of the club: roster planning, resource management and professional standards. Seven seasons as sports director.

PHILOSOPHY AND METHODOLOGY

Chaos within *order*

Transition basketball with a defensive identity. Defence and rebounding as the engine of the offence. Freedom to exploit advantages in the first seconds, and a concept-based framework when order is needed, always adapted to the roster.

Building

Identity first: concepts and rules of play as the cultural foundation of the team. Without a shared identity there is no sustainable performance.

Competing

Opponent analysis with NacSport and structured video sessions. Tactical adjustments within our style to gain an edge against each opponent.



WORKING TOOLS

From individual detail *to the team*

01

Skill development

Two years as a coach in Dixon Sports' Spain Elite Program, from 2021, preparing players to compete in college tournaments in the United States.

02

Integrated training

Sessions that combine physical, technical and tactical work in a single stimulus. Players able to make good decisions under real fatigue, not just in ideal conditions.

03

Operational scouting

Opponent analysis and video sessions as part of weekly preparation. Knowledge of the opponent, at the service of our model.

MILESTONES

Results *with names and dates*

2

DIRECT PROMOTIONS

BC Sant Joan Despí, 2019-20: first in 3ª Catalana and promotion to 2ª Catalana. CBU Lloret de Mar, 2022-23: promotion to the fifth national division.

2

CONSECUTIVE FINAL FOURS

With CBU Lloret de Mar: for promotion to EBA in 2023-24 and to Tercera FEB in 2024-25.

LEB

PLATA

Assistant coach at CB Benicarló in Spain's third division, reaching the promotion playoff to LEB Oro in 2021-22.

CAREER

Sustained growth, *2006–2027*

2006–2015

PALLEJÀ · CORNELLÀ · SANT BOI · SANT JOAN DESPÍ

From U10 to U18, first as an assistant and then as head coach. Assistant coach of CB Sant Boi's Senior A team in 1ª Catalana.

2015–2017

CB SA CABANETA · MALLORCA

Head coach of the senior team in 2ª Autonómica and of the U16 and U12 teams.

2017–2021

BC SANT JOAN DESPÍ

Assistant and then head coach of the Senior A team, and sports director. In 2019-20, also head coach of CB Hospitalet's U12 team.

★ Promotion to 2ª Catalana · 2019-20

2021–2022

CB BENICARLÓ

Assistant coach in LEB Plata. Head coach of the U12 and U16 teams.

★ LEB Oro promotion playoff

2022–2025

CBU LLORET DE MAR

Senior A assistant coach and sports director. Head coach of the U12 and U18 teams.

★ Promotion · Final Four 23-24 and 24-25

2026–2027

CAB ARENYS

Head coach of the boys' U16 team.

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20 seasons are not the peak: they are the foundations.

My ambition is to lead a competitive project where basketball has an identity, players grow and results are the natural consequence of work well done. I am looking for a club that wants to build something solid, not just compete.

RUBÉN REYES

COACH
REYES

If you share the vision, the next step is *simple*.

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