



International Academy  
of Sports Science and Technology

# MSA CLASS OF 2009

Master of Advanced Studies in Sport  
Administration and Technology



THINKING BEYOND  
THE SCORE

A LEADING CENTRE  
OF EDUCATION AND RESEARCH IN SPORT



# AISTS

## International Academy of Sports Science and Technology

**In any sport**, the score matters. It creates winners and losers, medals and money, joy and tears. Athletes and trainers focus on the score and results; the next game is the most important thing in their minds.

Sports managers have different benchmarks. They are in charge of driving sports organisations, federations, marketing agencies, clubs or teams on the path to success. They have the responsibility of achieving sustainable development in all areas and of building an environment where athletes and trainers can concentrate on their performance – so they can leave the other worries behind.

With this in mind, a **centre of education, research, innovation and technology transfer in sport** was created in 2000 – the International Academy of Sports Science and Technology (AISTS) by the:

- International Olympic Committee,
- IMD Business School,
- Ecole Polytechnique Fédérale de Lausanne (EPFL),
- University of Lausanne,
- University of Geneva,
- Swiss Graduate School of Public Administration (IDHEAP),
- University of Neuchâtel,
- University of Applied Sciences Western Switzerland Valais,
- City of Lausanne and
- Canton of Vaud.

The mission of the AISTS is to develop and apply knowledge to the study of sports with a **multi-disciplinary** approach, incorporating the disciplines of management, economics, technology, medicine, law, sociology, and ethics. We offer the following services to the world of sport:

- **International postgraduate master of advanced studies degree in sport administration and technology (MSA)**
- **Seminars and conferences on sports-related issues**
- **Independent and mandated research projects**

Due to our location and founding members, our Academy has strong links to the Olympic Movement. Nevertheless, we are a neutral platform that upholds the standards of the Swiss label of quality and that integrates the sports fields, the academics, the governing bodies and sport companies.

Prof. Jan-Anders Månson  
AISTS President

Dr. Claude Stricker  
AISTS Executive Director

**L a u s a n n e**  
OLYMPIC CAPITAL

# The MSA: Thinking beyond the score...

## ... with exceptional sports-minded individuals

Every year the AISTS serves as an international melting pot for current and future sports managers. Through a highly selective application process, motivated and passionate sport-minds are selected to take part in the postgraduate MSA programme – Master of Advanced Studies in Sport Administration and Technology. In addition to a proven academic track record, the written application of the MSA candidate must reflect a strong will to shape the future business of sport. We also consider the candidate's involvement in the sports world, i.e. as athlete, coach, volunteer, etc. Letters of recommendation provide us with an independent assessment of the candidate's personality, interpersonal skills, and influence on people and organisations.

## ... with strong links to the Olympic movement

With the IOC being one of the founding members of the AISTS and located in Lausanne, the Olympic Capital, the MSA is strongly linked to the Olympic movement, its federations, and its core values – excellence, friendship, and respect.

## ... with hands-on experience during the year

Case studies, a team project for clients from the sports world, a two month internship, and the personal project give our participants hands-on experience throughout the year. Learning by doing is the perfect complement to our lectures.



### **... with a multi-disciplinary and personalised approach**

The MSA takes a unique approach by integrating technology into its curriculum. We strongly believe that sport managers today need to have a holistic understanding of the sports environment in order to achieve sustainable development. The MSA provides participants with sound knowledge in management & economics, technology, law, medicine, and sociology. Being able to consider all relevant aspects and to interact with experts in a variety of fields makes them a valuable resource for any sport organisation.

We deliberately keep the number of MSA participants to a small range of 30 – 40 participants to ensure a personalised and interactive environment.

### **... with world experts from academics and the field**

Under the leadership of the AISTS the best Swiss academic institutes – the EPFL, the University of Lausanne, IDHEAP,

and the University of Geneva – co-sign the MSA degree and cooperate to offer our participants a rich education programme. Complemented by lectures given by international experts, e.g. IOC, sport federations, Court of Arbitration for Sport, World Anti-Doping Agency, UBS, etc., the MSA participants also get the practitioner's view.

### **How to contact or recruit our MSA 2009 participants:**

- **Contact them through the AISTS**

E-mail: [msa@aists.org](mailto:msa@aists.org)

Phone: +41 (0)21 693 85 93

[www.aists.org](http://www.aists.org)

- **Meet them at their:**

- team project presentations at the MSI on 1-2 July 2009

- graduation ceremony in the Olympic Museum on 4 December 2009

- **Meet them at other AISTS events**

(information on [www.aists.org](http://www.aists.org))



Since its foundation in 2000, the AISTS has proven an excellent preparation path for aspiring sports administrators. A number of AISTS students have brought their experience and fresh approach to the IOC through both internships or even a few permanent positions.

The multicultural environment in which AISTS students are being trained, with 20 different nationalities making up this year's programme, is very enriching and acts as an eye-opener in the global world of sport we live in today.

The presence of the AISTS in Lausanne benefits from a wide network of sports expertise in the region, as well as solid research institutions. Equally important, the AISTS contributes to the visibility and reputation of Lausanne as the Olympic capital city and one of the leading sports capitals of the world.

As one of its founding members, the IOC is proud to partner with the AISTS in many ways: proposing research themes for students, internships or support to new projects or services such as the recent and encouraging development of the Sustainable Sport and Event Toolkit (SSET) platform.

We truly believe that the students have made an excellent choice in deciding to follow these Master studies in the vast and fascinating area of sports management. We wish the 2009 class much success and hope that the students' passion for sport will soon translate into a "dream job" for many!

### **Gilbert Felli**

Olympic Games Executive Director



At the International Cycling Union (UCI), we strive for excellence in all our activities. We continually search for the best responses to the challenges presented to us by the National Federations concerning global development in the changing economic environment. To do this, we call on our employees to be creative and innovative in their work. This is one of the UCI's major success factors.

AISTS' graduates stand out from the rest both in terms of their passion as well as their education. They are both open and solid individuals. Their success

guarantees our future and we at the UCI can rely on graduates from the AISTS as true professionals.

### **Jean-Pierre Strebel**

Director General of the International Cycling Union (UCI)



### AHADPOUR, Hengameh

Iranian, 24 years

Persian (F), English (F), Arabic (G),  
French (G)



Master student in sport management  
Allameh University  
Bachelor degree in physical education  
and sport science University of Tehran

10 years experience in canoe/kayak flat-water, 4 years experience in coaching (kayak and swimming), 2 years experience in sport administration

#### Sport administration

- Member of talent identification committee in Iran Canoeing Federation (Performer in Tehran province)
- Cooperation in organising national and inter-university sport events

#### As a coach

- 1 year coach and trainer of canoe/kayak national team
- 4 years coach and trainer of canoe/kayak Tehran team
- Swimming trainer

#### As an athlete

- Champion of 2001 Asian canoeing championship (Iran)
- Champion of 2003 Asian canoeing championship (India)
- 2003 Asian Rafting(white water)2 medals
- 2002-2005 champion of National University Games (swimming)

**Sport :** Kayaking, Swimming, Archery, Table-Tennis

### AMMANN, Benoit

Swiss, 31 years

French (F), English (F), German (F),  
Spanish (G)



License in Sport Sciences,  
Specialisation in Sport Management,  
Lausanne University, Switzerland

9 years experience in Sales & Marketing in the sporting goods industry, broad experience in project management, sponsoring, PR activities, sales and marketing operations

#### Sales representative / manager, Adidas Sport GmbH, Lausanne, Switzerland

- Responsible for sales and marketing in West and South Switzerland.
- Account management and sales of the Adidas products within the area.
- In direct contact with clients, sport retailers, partners, agencies, media, athletes and sport organisations.
- Marketing Project Manager, Adidas Sport GmbH, Cham/Herzogenaurach, Switzerland and Germany**
- Working in the mass customisation department on a customised shoe project.
- Responsible for the implementation in France, Spain, Austria and Switzerland, working in close relation with Adidas distributors around Europe.
- Present on various international events like Roland Garros, or on PR activities with football teams in Spain (e.g. Real Madrid), France and Switzerland.

#### Technical representative, Adidas Switzerland

- Elaboration of technical formations on the Adidas products
- Organisation of POS activities on different big sport Events (Swiss Alpine Marathon, Marathon of Paris)

#### Marketing Trainee, GPS Performance Services, Lausanne

- Sponsoring, marketing, technical organisation of sporting and cultural events

**Sport :** Gymnastics, Skiing, Snowboarding, Kitesurfing, Scuba diving, Golf, Running, Football

### ARMENDAIZ CANTU,

Cynthia

Mexican, 30 years

Spanish (F), English (F), French (B),  
Italian (B)



B.S Industrial Engineering with minor in  
Systems Engineering, ITESM Campus  
Monterrey, Monterrey, México

8 years of experience in three different areas

#### Order Management Coordinator at Ternium, Monterrey, Mexico

- Design of stock and material management
- Sales order tracking
- Review and authorisation of the sales forecast

#### Sales Representative at Acerex, Monterrey, Mexico

- Purchase of steel depending on the customer forecast
- Coordination with the inside sales persons for the customer service
- Periodic visits to the customer

#### Automotive Inside Sales at Acerex, Monterrey, Mexico

- Sales orders tracking
- Reception of customer releases
- Customer service

**Sport:** Volleyball, Football, Tennis, Athletics

## **AUGSBURGER, Boris**

Swiss, 30 years old  
French (F), English (F), Spanish (F),  
German (G)



Bachelor in Hospitality Management,  
Ecole hôtelière de Lausanne,  
Switzerland.

*2.5 years experience in the Banking sector and 2 years experience in the Tourism Industry.*

### **Assistant in Private Banking On-Offshore, Credit Suisse, Verbier, Switzerland :**

- General relations with clients and preparation of client meetings
- Opening of accounts and technical management of accounts
- Stock and money transfers
- Various administrative tasks

### **Network Management, BNP Paribas (Suisse) SA , Geneva, Switzerland :**

- Relations with other banks and financial institutions
- Preparation and execution of communication plan relative to a merger

### **Front Office Manager, Windsurf Paradise Center, Lanzarote, Spain :**

- Front office management
- Public relations and bookings

### **General Manager Assistant, Hotel Heredad Kamezi, Lanzarote, Spain :**

- Front office management
- Public relations and bookings.

### **Volunteer work in various sport events, Verbier, Switzerland**

**Sport:** Snowboarding, Skiing, Cycling, Sailing

## **BAYER, Manfred**

Austrian, 38 years  
German (F), English (F), French (B),  
Italian (B)



BA in History, University of Vienna,  
Austria  
Diploma in Sports Education, Federal  
Academy of Sports - University of Graz,  
Austria  
Degree in Electrical Engineering, Higher  
Technical College "Schellinggasse -  
Vienna", Austria

*15 years work experience in several different areas; specialised in Sports History*

### **Freelance Consultant, ECON Datenverarbeitungen GmbH," Organisation for Data Processing, Telecommunications and Electro-Technology", Vienna**

- Technical project management
- Negotiation, contracting and financing for Real Estate projects

### **Project Assistant, Austrian Red Cross Headquarters, Department for International Humanitarian Assistance, Vienna**

- Volunteer Coaching
- Preparation of relief actions

### **NGO Coordinator & Project Assistant, ICMPD "International Centre for Migration Policy Development", Vienna**

- Worked on EU-RIC projects dealing with NGO's helping Bosnian refugees
- Coordinated refugee movements in Eastern Austria
- Support with residency permits, education and integration

### **Electrical Engineer, Elektro Janko GesmbH, Vienna**

- Led teams up to 6 as a foreman

**Sport:** Athletics (National Level 1983-1986), Indoor Track- Cycling (National Level 1986-1989), Football (Amateur Level), Skiing

## **BHANDARY, Adhip**

Indian, 28 years  
Hindi (F), English (F), Kannada (F), Tulu  
(F), French (B)



Bachelors of Commerce & Economics  
From the University of Mumbai, INDIA.

*6 years of work experience in several different areas*

### **Founder & Director of Bangalore Youth Football League, Bangalore, India**

- Started and conceptualised a youth football coaching programme, obtained sponsorship and facilities for the programme and designed a curriculum
- Expanded the membership from 15 students initially to 65 at present
- Organised inter-school football tournaments

### **Area Sales Manager with Zip Industries Ltd., Bangalore, India**

- Developed the distribution network for zippers in South India
- Obtained, managed and developed customers through the entire process, from cold calling to order booking and execution
- Worked on projects involving cost optimisation

### **Member and Administrator, Bombay Gymkhana Ltd, Bombay, India**

- Played professional level football for Tata's in the Indian Football League and won the state super division championships.
- Member of the core organising committee for AC Milan vs. India under-21 football match sponsored by the Indo-Italian Chamber of Commerce.
- Participated in the Nomad's 6-a-side International football tournament in Manila, Philippines.

**Sport:** Football, Tennis, Cricket, Biking

## **BIVOLARU, Octavian**

Romanian, 27 years

Romanian (F), English (F), Italian (F),  
French (F), German (B)



Master at Law, University of Fribourg,  
Switzerland

*2 years work experience in Sports Administration*

### **Business Affairs Assistant at Euro 2008 SA, Nyon, Switzerland**

- Revised and amended legal agreements for various departments
- Acted as legal counsel for various departments at different stages of Euro 2008 SA projects (such as tenders and requests for proposal, contractual negotiations, selection procedures)
- Prepared various legal and administrative documents (such as official correspondence with official authorities and private companies, confidentiality undertakings, letters of agreement)

### **Intern at UEFA Disciplinary Services, Nyon, Switzerland**

- Prepared summaries of the disciplinary judgments given by the UEFA Appeals Body.
- Translated from French into English and updated the Control and Disciplinary Body and the Appeals Body's annual casebooks.

### **Intern at the Romanian National Olympic Committee, Bucharest, Romania**

- Responsible for daily legal reviews and compilation of jurisprudential changes for the Legal counsel
- Analysed and revised national laws and ordinances in the domain of sports, according to international statutes
- Participated in the discussions and provided advice for the conclusion of numerous legal agreements between COSR and its partners or contractors.

**Sport** : Football, Tennis, Ski, Basketball, Rugby

## **BLEUER, Markus**

Swiss, 28 years

German (F), English (F), French (G),  
Spanish (B)



Bachelor of Science in Electrical and  
Communication Engineering, Berne  
University of Applied Sciences

*4 years experience in electronic hardware / software development*

### **Project leader in Research & Development, Formatest AG, Lyss, Switzerland**

- Team leader for the development and implementation of a product data management system for more than 1000 employees
- Responsible for implementing the production of electronic devices in Sri Lanka and China
- Assisted customers setting up processes for repairs, quality control and further development of their products

### **Journalist for "The Hockeyweek", Switzerland**

- Wrote a weekly column about the NHL

### **Athletic Coaching**

- J&S Volleyball Coach
- Chairman of the VBC Lyss (140 members)

**Sport** : Volleyball, Ice Hockey, Floorball

## **BRODEUR, Suzanne**

Canadian, 26 years

English (F), French (G)



Simon Fraser University; Vancouver,  
British Columbia

- Bachelor of Education: minor in Curriculum and Development
- Bachelor of Arts: English major/communications minor

*Experience as high school and middle school physical education and English literature teacher. Years of experience in sport administration and media relations.*

### **Media Relations Assistant; Special Events Coordinator, Simon Fraser University, Canada**

- Manager of annual alumni fundraisers; Cystic Fibrosis charity swim event
- Created game day previews and recaps for each SFU varsity sport for weekly SFU Athletics website updates and game day media release purposes
- Performed colour and play-by-play commentating on all Women's Basketball home games, broadcasting on both CJSF radio and internet radio
- Stadium play-by-play announcer for SFU Men's Football home games

### **Marketing/Media Relations, Vancouver Whitecaps Football Club, Canada**

- Responsible for implementing and coordinating Whitecaps promotional materials.

### **Coquitlam School District Teacher, Canada**

- Teach grade 6-12, Physical Education, English and French as a Second Language.
- Manage Individual Education Plans for students in grade 6-12.

### **High Performance Swim Coach; Simon Fraser University, Canada**

- Assistant coach to the Simon Fraser Varsity Swim Programme

### **Sport BC, Canada**

- Organising committee member for Power of Sport Tour, this focused on promoting active lifestyles for youth in remote British Columbia areas.

**Sport**: Swimming (Four time NAIA All American)

## **CANO, Marc-Daniel**

**Spanish / Swiss, 25 years**

French (F), Spanish (F), English (F), Italian (G)



Master of Law, University of Geneva, Switzerland  
Specialisation in Sports Law, University of Neuchâtel, Switzerland

*Knowledge of Sports Law, Master's thesis in Sports Law on sportsmen's personality protection, work experience in several areas*

**Legal Advisor / Quality Management Coordinator, Casino du Lac SA, Geneva, Switzerland**

- Legal advices
- Draw up and update of procedures
- Substitute of social policy programme

**Administrative Assistant, Magic Net Nettoyages SARL, Geneva, Switzerland**

- Check contracts of employment and commercial estimates

**Co-founder and co-manager of a legal duty on the Internet, Quid-juris.net, Geneva, Switzerland**

- Answer legal questions
- Recruit new members

**Volunteer during the UEFA Euro 2008, Geneva, Switzerland**

- Welcome staff

**Sport** : Football, Tennis, Basketball, Tchoukball

## **CARDOSO SIMOES, Marcos**

**Brazilian, 35 years**

Portuguese (F), English (F), French (F), Spanish (B)



Master in Sport Health and Technology, University of Franche-Compté, France  
Bachelor of Physical Education, Federal University of Paraná, Brazil

*Strong knowledge in sports (25+ years) as an athlete, coach, physical trainer, physiologist, researcher, manager and event organiser*

**Physiologist at Lausanne University Hospital CHUV, Orthopaedics and Traumatologic Movement Service, Switzerland**

- Subject 1: Evaluation and simulation of the walk during the time of outside and inside activities in patients with hip prosthesis: A New Tool
- Subject 2: Analyse the human movement in stenose canal treatment

**Research assistant at University of Franche-Compté, Science Health and Technology Department, France**

- Subject: Effects of EPO, Recombinant human erythropoietin and Physical activity training in the prevention of cardiovascular risk in rats with Chronic Renal Failure

**Director and Choreographer of Gafeira Dance Association, Switzerland**

- Responsible to promote the dance and the culture of Brazil in Switzerland

**Owner of Academy Art and Movement, São Paulo Brazil**

- Manager, choreographer, personal trainer and professor of the academy

**Athlete, Coach and Physical Trainer**

- Martial Arts as boxing, capoeira, Jiu-Jitsu, Muay Thai
- Football and handball coach
- Athlete physical trainer

**Sport**: Boxing, Capoeira, Jiu-jitsu, Dance

## **ECHAVARRIA MARTEL, Jaime**

**Spanish, 36 years**

Spanish (F), English (F), French (B)



Bachelor in Law, Universidad San Pablo CEU, Madrid

*11 years experience in the finance sector focused mainly on private, offshore banking and the mutual fund industry*

**Institutional Sales Director, Mutuactivos S.V.B., Madrid, Spain**

- Leading the sales team responsible for maintaining existing client relationships as well as new business development of their products and services
- Responsible for developing and implementing a business plan and sales strategy

**Business Development Manager - LATAM, Spain & Eastern Europe, Citibank, London, UK**

- Support of the Sales Centres through the maintenance, development and expansion of the various referral channels
- Management of business flow, processes & activities in Existing Referral Markets

**Citigold Officer, Citibank, Madrid, Spain**

- Responsible for acquiring and maintaining profitable customer relationships

**Sport**: Volleyball, Golf, Ski, Motorsports

## EREMIA, Radu

Romanian and Swiss, 43 years

French (F), English (F), Romanian (F), German (G), Italian (B)



Master in Sports Sciences and Physical Education, Lausanne, Switzerland

Sports Manager Diploma, Swiss Olympics

University Degree in Physical Education, National Academy of Sport University, Bucharest, Romania

7 years teaching physical education/9 years experience in Sports Administration

### Academic experience:

- Lecturer of Sports Management at ISHM Les Roches, Switzerland
- Lecturer Sports Physical Education at High School Nyon, Switzerland
- Lecturer Physical Education and Human Movement at High School Morges, Switzerland

### Coaching experience:

- Training different senior amateur football teams in Valais, Switzerland
- Training high school football teams/2007 Swiss Champions, Basel
- Technical manager football team Les Roches, college level/champions 2005, 2007

### Head of Sports in Les Roches School of Hotel Management Sports:

- Providing direction and integrative coordination in planning, development, and implementation of a comprehensive school sports programme
- Managing transition from 350 students per semester to more than 1000 students per semester
- Hiring, training, evaluating, and supervising of several part-time staff
- Representing the school at various sports institutional divisions
- Establishing and implementing short- and long- range goals, objectives and policies

**Sport :** Football, Winter sports, Triathlon, All racket sports

## FONTANNAZ, Thierry

Swiss, 32 years

French (F), English (F), German (F)



Master of Science in Information Systems (informatique de gestion), University of Lausanne, Switzerland

10 years of experience in the financial industry as consultant, project manager and risk expert

### Project manager and risk expert (Director), UBS, Zurich, Switzerland

- Head of business analysts team responsible for the design of an application (>10'000 users)
- Focus on Operational Risks and Sarbanes Oxley 404 requirements
- Project management and team lead/coaching experience
- Identification and documentation of business requirements and processes
- Organisation and moderation of senior management workshops
- Preparation and delivery of end-users trainings

### Senior consultant, IBM and PricewaterhouseCoopers, Zurich, Switzerland

- External consultant on large SAP implementation projects
- International experience (several months spent in the US and in Germany)
- Specialised in group reporting and financial consolidation projects

### Sport experience

- Stadium tour guide for VIPs during Euro 2008 (UEFA marketing team)
- Accountant of the Satellite FIVB Beach Volleyball, Lausanne
- Former basketball referee
- Volunteer for several regional sporting events

**Sport :** Football, Running, Basketball, Ski touring / Snowboard

## JUREMA, Diogo

Brazilian and Italian, 27 years

Portuguese (F), English (F), French (F), Spanish (F), Mandarin (B)



Business Administration, Universidade Católica de Pernambuco, Recife, Brazil  
MBA in Marketing, Pontifícia Universidade Católica (PUC), Rio de Janeiro, Brazil

3+ years of experience in planning and producing sport-related events and over a year of internal audit

3+ years of working in different volunteer activities.

### Intersport Marketing ([www.intersportmkt.com.br](http://www.intersportmkt.com.br)), Rio de Janeiro, Brazil

- Project elaboration; Planning and logistics; Game-day actions and media relationship
- Planning and execution of a beach volleyball tournament ([www.reidapraia.com.br](http://www.reidapraia.com.br)) with national broadcast: Search for partners; Development of promotional actions at the arena  
Media planning; Coordination of the building-up of the arena; Overall event coordination
- Coordination of the team's official website ([www.rexona-ades.com.br](http://www.rexona-ades.com.br)); advertisement actions aimed at the fans; Initiatives of relationship undertaken with fans, the community as well as other strategic agents; management of game's arena

### ITECI - Institute of Technology in Computer Science, Recife, Brazil

- Engagement in the process of ISO 9001:2000 certification
- Development of planning activities at the company's different operational unities
- Follow-up, controlling and evaluation of the operational areas' performance goals
- Follow-up of the performance of operational unities and formulation of reports for the director's office

**Sport :** Football, Basketball, Running and Tennis

## **KAPOOR, Sweekar**

Indian, 26 years

English (F), Hindi (F), French (B)



Master of Business Administration,  
Nirma University, Ahmedabad, India  
Bachelor of Information Systems, Guru  
Gobind Singh Indraprastha University,  
Delhi, India

*2.5 years of experience in export management, banking sales and IT consultancy*

### **Associate Consultant, Infosys Technologies Ltd., Bangalore, India**

- Provided Banking Consultancy to the clients of Finacle - Banking Software
- Responsible for providing functional inputs in Core Banking for pre-sales, post-sales and implementation activities
- Responsible for interacting with the clients, understanding their current system, their requirements and preparing Gap Analysis
- Responsible for interacting with the technology team and getting the product customised, without any defects

### **Relationship Manager, Citibank N.A, Bangalore, India**

- Managed the Business Banking team in Bangalore and Chennai
- Responsible for handling and developing, Branch and DSA channels, to source Small and Medium Enterprises to lend Unsecured Business Loans
- Maintained relationships with vendors - lawyers, valuers and auditors

### **Junior Merchandiser, J. Shanti Nath Pvt. Ltd., New Delhi, India**

- Responsible for coordinating between the buyer and the designer
- Managed Inventory and tracked it through their system

**Sport** : Cricket, Football and Table-Tennis

## **KUKOVEC, Borut**

Slovenian, 24 years

Slovenian (F), English (F), Croatian (G),  
Serbian (G), German (B)



University degree in Economy and  
Business University of Maribor, Slovenia

*Former youth chess player with several years of voluntary experience in coaching and sports events organisation; 1 year experience in marketing and sales activities*

### **Marketing & Sales department, Termotrans Thermo King, Maribor, Slovenia**

- Customer focus: contacted customer, created customer databases, introduction of accommodated customer segmentation model
- Developed and introduced of marketing communication mix
- Analysed and assisted in creation of sales goals and strategies

### **President of local non-profit sport association, Maribor, Slovenia**

- Managed association that includes four different sport disciplines
- Coordinated activities for 150 recreational athletes
- Organised sports events (specialised in national level chess events)
- Trained, planned, and scheduled youth chess practice

### **Sport accomplishments**

- Member of the Slovenian national junior chess team
- Four time national junior chess champion

**Sport** : Chess, Football, Basketball

## **LHOIST, Nicolas**

Belgian, 25 years

French (F), Dutch (F), English (F),  
German (G)



Bachelor in Political Sciences at the  
University of Saint-Louis in Brussels,  
Belgium

Master in International Relations at the  
University of Louvain, Belgium

Graduate Certificate in Business at  
the ICHEC Brussels Business School,  
Belgium

*Experienced in Sponsorship and Client management with a strong knowledge of the football environment*

### **Volunteer, Projects Abroad, Accra and Kumasi, Ghana**

- Assisting the Director and Coaches of the FC Cantonments Football Academy in Accra
- Teaching French and English in a Primary School in Kumasi
- Building orphanages and Coaching local football teams for the Community of the Akuapem Hills

### **Intern, Client Management and Sponsorship operations, One4Seven Sports management, Antwerp, Belgium**

- Client Manager of young talented football players
- Medical Management of the One4Seven clients in association with Move to Cure
- Responsible of Sponsorship for Golf Players playing on the European Tour and the Challenge Tour

- Looking for Partnerships in The United States and Europe

### **Scouts leader, Unite 114ieme, Brussels, Belgium**

- Leading youngsters between 8 and 12 years old during the weekends and holidays
- Building Project in Gola (Poland)

**Sport** : Hockey, Football and Skiing

## MARCELLINI MENDONÇA, Andrea

**Brazilian and Italian, 29 years**  
Portuguese (F), English (F), French (G),  
Italian (B)



Bachelor in Social Communications  
– Universidade Fumec - Belo Horizonte  
– Brazil

*6 years experience presenting TV and radio shows with focus in sport journalism*

*5 years experience in planning and managing sport events*

**Founder and event manager of Hora do Blush:** An incentive project to women in sport and amateur bicycle riders. Belo Horizonte, Brazil. Hora do Blush's events:

- Le Vélo - weekly group rides for about two hundred bikers
- Race das Meninas - annual women mountain bike race
- 5 Horas - night endurance mountain bike race

**Columnist and reporter for Bike Action Magazine: Major Brazilian bike magazine, São Paulo, Brazil**

- Writer of Hora do Blush Column, dedicated to women in sport
- Writer of several articles about mountain biking

**Presenter of show for SPORTV Television, Rio de Janeiro, Brazil**

• Presenter of Brasil Sem Limites Show, about action sports and travelling

**Producer and Presenter of radio show for Oi FM. Belo Horizonte, Brazil**

- Producer and presenter of Rádio Café – A morning show about sport, healthy living and updates

**Producer and Presenter of other radio shows. Belo Horizonte, Brazil**

- Expedição Guarani Show, Guarani FM Station

**Sport :** Cycling and Mountain Biking (age group national titles), Running, Skiing, Football

## MEDEIROS AZEVEDO, Mário Márcio

**Brazilian, 30 years**  
Portuguese (F), English (F), Spanish (F),  
German (G), French (B)



Bachelor in Social Communications/  
Journalism and Law, University of Belo  
Horizonte, Brazil

Bachelor in Foreign Languages  
Translation, Center of Translators and  
Interpreters of Minas Gerais, Brazil

*5 years experience in Professional Sport Administration / 7 years experience in Sports  
Marketing and Communications, Professional Athletes Public Relations*

**Fátima/Medquímica/UCS Professional Men's Volleyball Team, Brazil**

- Responsible for the merger between two major professional volleyball teams (Brazil)

- General Organisation and Administration Adviser
- Sponsorship Hunter, Media and Marketing Adviser

**CEO Universo/Uptime Professional Men's Volleyball Team, Brazil**

- General Organisation and Administration
- Sponsorship Hunter, Media and Marketing Coordinator
- Project Coordinator

**INGÁ/Álvares Professional Men's Volleyball Team, Brazil**

- General Organisation and Administration
- Sponsorship Hunter, TV Rights Analyst
- Media and Marketing Chief Officer

**FIFA World Cup 2006, Germany**

- Media Assistant (Media Center), Berlin
- Translator and Interpreter for National Teams and Media
- Interviews with National Teams for the official FIFA website ([www.fifa.com](http://www.fifa.com))

**Sport :** Swimming (former professional swimmer), Football, Volleyball

## OPIOLA, Lizbeth A.

**American, 33 years**  
English (F), American Sign Language  
(F), German (G), French (B), Italian  
(B)



Bachelor of Arts in Political Science  
and Sign Language Interpreting,  
Maryville College, Tennessee, USA  
Comprehensive Pilates Certification,  
Pennsylvania, California, Washington,  
DC, New York, USA

*8 years of experience in athletic training and athletic programme management*

**Director, Sport & Health Corporation, Virginia, USA**

- Manage a sales & marketing programme to attract prospective clients, organised & promoted special programmes & developed recruiting events & programme materials

- Design, develop and teach clients, class of participants of rehabilitation & athletic training

**Liberal Arts Specialist, SAIC, Virginia, USA**

- Assisted in the preparation of proposals, contracts, technical documents and projects for sectors of the US Government

- Provided research assistance and data mining of various databases to support statistical and technical information required by the project staffs

**Admissions & Financial Aid Counsellor, Mercer University & American University,  
Georgia & Washington, DC, USA**

- Assisted students in applying for college & financial aid for over 1500 students
- Provided guidance and aid to qualified individuals

**Sport :** Diving, Skiing, Football, Tennis, Running, Fitness

**PALCHEVSKAYA, Olga**  
Russian, 32 years

Russian (F), English (F), Spanish (G),  
French (B)



University degree in journalism,  
Lomonosov Moscow State University,  
Russia  
Diploma in business/seven-month  
course, Plekhanov Economic Academy,  
Russia

*6 years experience in Sport Broadcasting/ several years experience in other areas*

**Project manager, Creative producer, Editor-in-chief at the RuRTR National TV Sport Company, Moscow, Russia**

- Producing daily Olympic update from Athens-04, Torino-06, Beijing-08
- Maintaining contact with TOP-sportsmen and sport-leaders of Russia
- Responsible for the TV production as a producer and as a scriptwriter
- Creative management of transmissions such as 2006 IAAF World Indoor Championship and 2008 UEFA Final Champions League, Moscow
- Documentary production

**Coordinator, Editor at the "TV Park" weekly magazine, Moscow, Russia**

- Responsible for the sports section as an editor
- Coordinating correspondent activities

**International Project Manager at the BANCO information tourism agency, Moscow, Russia**

- Researching international tourism industry; copywriting
- Working at workshops

Awards: Best Sports Programme-2006 ("Russian National Team") International Sports Film Festival "Krasnogorski" Nominee of Milan FICTS Film Festival-2006

**Sport** : Athletics, Figure Skating, Biathlon, Diving

**PÉREZ DIAZ, Clarence**  
Swiss and Spanish, 25 years

French (F), Spanish (F), English (F),  
German (G)



BA (Honours) in Sport Sciences,  
Universidad de Granada, Granada,  
Spain  
Diploma in Sport for Handicapped at  
Patronage of Sports of Granada, Spain

*6 years experience as a professional volleyball player, sports instructor and tournament coordinator.*

**Professional Volleyball player in Spain's First Division A and B, Granada, Spain**

- Participated in "La Copa De La Reina" in Monforte de Lemos, Spain
- Winner of the University Championship of Spain (4 years)
- Participated in the University Championship of Europe in Rome, Italy
- Participated in "La Copa De La Princesa" in Miranda Del Ebro, Spain

**Tennis and Volleyball Instructor in Massachusetts, USA**

- Provided tennis and volleyball instruction to advanced level teenagers
- Monitored and fostered the development of tournament players

**Volunteer Referee in the Beach Volleyball World Championship, Cadiz, Spain**

- Focusing on event management for the tournament

**Intern Swimming Coach, Granada, Spain**

- Involved in physical preparation of swimmers for the European Swimming Championship (weight training, aerobic and anaerobic exercise, swimming techniques)
- Taught children, teenagers and adults with disabilities to swim

**Superior Coach in swimming, Spanish Federation, Madrid, Spain**

**Sport** : Volleyball, Swimming, Ski, Tennis and Paddle

**PITHER, Bhavesh**

Indian, 25 years

English (F), Hindi (F), Gujarati (F),  
Marathi (F), Spanish (B)



Bachelors in Computer Engineering,  
Atharva College of Engineering at  
Mumbai University, Mumbai, India

*4 years experience in IT, equities & health industry*

**Fidelity Business Services India Ltd**

- Business Requirement Gathering, Change Order Management, Scoping of Project, Risk Mitigation, Project Costing
- End-to-End Project Delivery
- Complete required documentation for regulatory changes; complying with relevant procedures and guidelines

**National Stock Exchange.iT, India**

- In charge of system side IPO market, to manage system side IPO requirement
- To Setup and configure Mainframes systems on which the Market functions
- To define and setup multi-machine architecture system

**Sport**: Football, Formula 1, Cricket, Tennis

## REDDY, Mahesh

Indian, 26 years

English (F), Hindi (F), Kannada (F), Telugu (F), French (B)



Bachelors in Engineering,  
Visveshwaraiiah Technological  
University, India

*5+ years of experience in the IT and Manufacturing Industry; Freelancer in Sports Event Management and Coaching*

### Senior Developer, Satyam Computer Services Ltd., India

- Handled a team of developers, responsible for developing a System-Interface between the Client and its Customers across the globe
- Was deputed to the US to formulate and finalise the details of several new Projects
- Instrumental in the development of the offshore team right from the recruitment of the team members

### Freelancer in Sports Event Management and Coaching

- Have successfully conceptualised and organised various Inter-Corporate and Inter-Collegiate Sports Events, under the banner Group Ambition (A freelance event management firm)
- Conceptualised and organised a unique event, creating a common platform for students from both the rich and poor factions of the Society to compete on
- Have been successfully organising Free Summer Coaching Camps for students from the orphanages

### Secretary of SGS - A voluntary non-profit organisation

- Conceptualised and created SGS in 1996
- Have been assisting a lot of students in their pursuit to excel in the field of education and sports
- Have initiated and organised several community development programmes over the last 13 years

**Sport :** Athletics, Cricket, Football

## RIGONI, Marco

Swiss, 27 years

Italian (F), German (F), English (F),  
French (G)



Bachelor of Science in Exercise and Sports  
Sciences / Major Exercise and Health  
Sciences University of Basel, Switzerland.  
Certificate of "Management of Sport  
Organisations" basic level, Swiss Olympic  
Association.

*1.5 years work experience in sports associations. 6 years work experience in sport teaching*

### Swiss Ice Hockey Association (SIHA), Zürich, Switzerland

- Administration support for the Regio League
- Supervision and coordination of the minor hockey leagues
- Assistant to the CEO
- Support to the organisation of the "Post Finance Trophy"

### Lausanne Hockey Club, Lausanne, Switzerland

- Different tasks in sponsors acquirement and in the relationship with extern partners
- Responsible for the supervision and hospitality of the VIP guests during home games
- Support of the Logistic during games
- Member of the OC for the "Skoda-Cup" (International 4 nations tournament)

### Snow sports Corvatsch, St. Moritz, Switzerland

- Ski instructor
- Experience in coordinating and motivating people
- Draw up exercise schedules and training programmes

**Sport :** 2 years Professional Hockey Player HC Lugano, Golf, Surfing

## ROSSELLI, Virginia

Italian, 26 years

Italian (F), English (F), Spanish (F),  
Chinese (G), French (G)



Bachelor of Mediation of Language  
and Culture, State University of  
Milan, Italy

*5 years experience as a snowboard and ski instructor*

### Several years of winter sports experience:

- 10 years of snowboarding, 7 years of skiing and 6 years of ice-skating (competitive level since 2 years)
- 5 years experience as a snowboard and ski instructor for the "Snow and fun snowboard and ski school" in Celerina, Switzerland. (SSBS Schweizer Snowboard Schulungsverband school formation)
- Other experiences for Italian snowboard summer camp in France, Les Deux Alpes and also in Argentina, Bariloche

### 6 months Internship to Renmin University of China, Beijing, China

- Creation of a web site with friends [www.cinamilano.it](http://www.cinamilano.it) with the goal to connect Chinese people and Italians from Milan. We write book and movie reviews and we also offer advice about different services offered by Chinese people in Milan.

### Translator

- Translated website from English to Chinese and from English to Spanish (example: [www.maticasystem.com](http://www.maticasystem.com))

**Sport :** Snowboard, Ski, Surf, Ice -skating

## **TAY, Li Neo**

**Malaysian, 26 years**

English (F), Malay (F), Cantonese (B),  
French (B)



Bachelor in Information Science  
(Multimedia), National University of  
Malaysia, Malaysia  
Diploma in Technology Management,  
University of Technology, Malaysia

*9 years as an elite athlete, 7 years experience in sports management, excellent IT skills*

### **Committee Member and Moderator of National Olympic Academy (NOA) and Women & Sports Committee, Olympic Council of Malaysia**

- Organised and supervised annual NOA Session for Young Leaders
- Planned and executed activities for Women and Children
- Liaising and coordinating with all participating teams

### **Executive Secretary and Tournament Coordinator, Malaysian Tenpin Bowling Congress**

- Coordinated 11 circuits around Malaysia involving 500+ youth below 19
- Tournament Secretary, 2003 World Tenpin Bowling Championships, Malaysia
- Responsible for results system in International and National able and disabled meets
- Managed and supervised the Malaysian National Team to International tournaments
- Designed printed material i.e. souvenir programme, posters and banners for tournaments

### **Coach and Coordinator of Tenpin Bowling, National University of Malaysia**

- Teaching and coaching undergraduates theories and techniques of bowling
- Planned and managed inter-varsity, corporate and governments agencies tournaments

**Sport:** Tenpin Bowling (National), Badminton (State), Golf (University), Athletics

## **TENBETH, Justin**

**New Zealander, 29 years**

English (F), Japanese (G), French (B)



Bachelor of Commerce in Marketing  
Management and Bachelor of Physical  
Education, University of Otago, New  
Zealand  
Scholarship to further studies in  
Marketing Management and Physical  
Education/Athletic Therapy, University of  
Alberta, Canada

*6 years experience in Sports/Club Management*

### **Sports Operations Manager, Yokohama Country & Athletic Club, Japan**

- In charge of all sport, recreational, grounds staff and kids activities for an exclusive members club with over 1200 members representing 20 plus nationalities
- Organise events such as school and company sports days, sports related prize-giving ceremonies, fund-raising dinners and balls, end of season celebrations, sports tournaments, club excursions and exchanges

### **Fitness Director/Instructor/Trainer/Nutrition consultant/Sales Trainer, Steiner Transocean, England**

- Responsible for the daily operations of a multi-level gym with aerobics studio. Instructing aerobics, step, pilates, yoga, kickboxing and body definition classes. Providing advanced personal training and health consultations
- Voted number one fitness instructor and top sales performer for the year

### **Fitness coordinator/supervisor and professional ice hockey team trainer, University of Alberta, Canada**

- Responsible for instructing exercise prescription programmes and organisation of group fitness activities

**Sport:** Tennis, Rugby, Basketball, Volleyball, Athletics

## **TEOH, Si-Yun (Tania)**

**Malaysian, 25 years**

English (F), Malay (F), Mandarin (F),  
Cantonese (F), French (B)



Bachelor of Sports Science (with  
distinction), University of Malaya,  
Malaysia.

*15 years experience in competitive badminton, 3 years experience in sports related volunteering*

### **As an athlete**

- 2008 & 2005 Inter-University Games Malaysia Women's Doubles/2 Golds
- 2007 Awarded "The Sports Excellence Award" from Malaysia's Ministry of Higher Education
- 2006 13th Asian University Games/3 Bronzes, 2004-2002 National Women's Doubles Player
- 2003 World Police & Fire Games/ 2 Golds & 1 Silver

### **Volunteering experience**

- Worked as spectator service & ticketing personnel in the Beijing 2008 Summer Olympics
- Coordinated & oversaw registration for Asian Women in Paralympic Sport Leadership Summit
- Supervised and communicated with participants of the National Olympic Academy

### **Intern, Nike Sales (Malaysia) Sdn. Bhd.**

- Produced and analysed market research reports and conducted product training & trialling
- Provided sports science knowledge to retail staff & consumers. Acted as the brand ambassador

### **Freelance Personal Fitness Trainer & Badminton Coach**

- Planned, conducted and analysed training programmes for clients

**Sport:** Badminton, Athletics, Tenpin Bowling

**THAMBEHALLI RAVI,  
Rajan**

Indian, 24 years

English (F), Hindi (F), Kannada (F),  
Tamil (G)



Bachelors in Chemical Engineering, RV  
College of Engineering, Bangalore, India  
Certification Programme, Cricket  
Management, Sports Management  
Worldwide

*2.5 years of experience in AkzoNobel Coatings India, Private Limited. #1 coatings company in the world, based in Netherlands*

**Executive, AkzoNobel Coatings**

- Research and Development Executive for Powder Coatings that involved projects such as High Hardness Powder curing for Ikea Furniture and other furniture companies
- Technical & Marketing Executive for Powder Coatings in IT sector. This involved direct interactions with OEM's like Nokia, Ericsson, APC, HP, etc. Focused on Business development and product sustainability

**Sport:** Cricket, Formula1, Football, and Tennis

- Won several first places in Sports and Entertainment Quizzes
- Won the inaugural All India Cricket Quiz conducted by History Channel in 2008
- Runner up in the inaugural All India Motorsports Quiz conducted by Times of India in 2008

**TIOZZO, Michele**  
Italian, 30 years

English (F), Italian (F), French (B)



University Degree in Business Economics  
and Management, specialisation in  
Marketing Venice, Italy

*1 year experience as Department Manager for a leading sports retail company  
3 years experience in financial and administrative sectors*

**Department manager, Decathlon, sporting goods retail, Venice, Italy**

- Recruiting, training, managing and developing the department team
- Planning commercial activity and managing stock
- Forecasting and managing business activities and staff competence
- Dealing with customer inquiries

**Fund accountant, Previnet, financial products administration, Treviso, Italy**

- Middle & back office operations
- Co-ordinating staff and managing client relationships
- Drawing up of mid-year & year-end balance sheets

**Team Manager, Az.Agr. San Michele, import-export fruits and vegetables, Milan, Italy**

- Leading, managing and developing the accounting department team
- Providing technical accounting support and intercompany statistical data
- Responsible for programming and maintaining cash and bank reconciliation

**Sport:** Triathlon, Marathon, Free diving, Football, Skiing

**TSURUTA, Misaki**

Japanese, 30 years

Japanese (F), English (F), French (F),  
Portuguese (F)



Bachelor of Business and Bachelor  
of Hospitality Management Conjoint  
Degree, Auckland University of  
Technology, New Zealand

*Fluent in 4 languages, 10 years of luxury hotel experience with passion for sports*

**Four Seasons Hotel George V, Paris, France**

- Reservations and sales activities
- Customer profile updates and maintenance
- Training and support for new team members

**Hilton Arc de Triomphe, Paris, France**

- Set-up of CRIS interface and configuration of reservation system (Fidelio) for hotel opening
- Analysis of potential and growth of the Japanese market and development of sales action plans
- Hotel presentations and sales activities

**Hilton Paris la Défense, la Défense, France**

- Rate maintenance and inventory control
- Market analysis (competitors, events etc..) and production analysis
- Development and implementation of Excel-based Yield Management system

**Sport :** Football and Futsal, Football camp coordinator for Athletes in Action (1998)

## **TURSALIEV, Bolot**

**Kyrgyz, 39 years**

Kyrgyz (F), English (F), Russian (F),  
French (B)



University degree in Computers,  
complexes, systems and networks from  
Kyrgyz Technical University, Bishkek,  
Kyrgyzstan

*14 years experience in information technology with focus in web-development*

### **Technical Director, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, Bishkek, Kyrgyzstan**

- Planning, supervision activities in information systems and electronic data processing
- Developed and implemented cost-effective technology solutions against business needs
- Managed the team responsible for banking software implementation
- Served as a project leader for all system installations, updates, and patches, and oversaw trainings and maintenance to the end users

### **MIS Officer, United Nations Development Programme, Bishkek, Kyrgyzstan**

- Setup, installation and maintenance of office systems according to defined standards of deployment and configuration
- Participated in ongoing enhancement and support of systems and applications
- Worked up and applied management information system for monitoring and evaluation

### **Volunteer, Football Federation of Kyrgyz Republic, Bishkek, Kyrgyzstan**

- Advised in IT related subjects and provided technical assistance

**Sport** : Athletics, Basketball, Biathlon, Boxing, Football, Ice Hockey, Tennis

## **VANDEN BOGAERDE, Cédric**

**Belgian, 25 years old**

French (F), English (F), Dutch (G),  
Finnish (B), German (B)



Master of Electrical Engineering  
(Electronics and Telecommunications),  
University of Louvain-La-Neuve, Belgium  
Certified Coach of the French-Belgium  
Track & Field League.

*10 years experience of Track & Field competitions (National Level) and coaching, 5 years of Club Administration namely as Technical Director*

### **University of Louvain-La-Neuve, Louvain School of Engineering, Student**

- Master Thesis about wireless networks for acceleration and electromyogram measurements dedicated to analysis and detection of sport movements
- Erasmus exchange at Helsinki University of Technology with options in biomedical engineering
- Tutor for the first year students' project

### **Track & Field Club (RIWA)**

- Administrative Council Member, involved in the sponsoring and communication commissions
- Technical Director: work outs and coach management, planning of the competition season, results analysis
- Assigned to the sports deputy mayor for the renewal of the Rixensart stadium

### **General Administration of Health and Sport (ADEPS)**

- Track & Field sports camp instructor

### **Sport accomplishments:**

- Podium at French-speaking Belgium championships (2004)
- Podiums at Belgian and French-speaking Belgium U18 championships (1998-2000)
- Rixensart city Golden Sport Award (2001)

## **VOLKOVA, Alexandra**

**Russian, 24 years**

Russian (F), English (F), French (B)



Togliatti Academy of Management,  
Faculty of Management, Specialisation  
in "Company management", Togliatti,  
Russia

*4 years of TV production experience for sport events and other programmes; 5 years of sport event management experience*

### **Executive Producer, All-Russian TV Channel "Sport", Russia**

- Head producer of the annual sport festival. "Sport Festival" is a mass event consisting of 40 sport playgrounds including sport performance, master-classes, interactive sport games for visitors and professional competition take place. Usually there are 30,000 – 80,000 guests and 5,000 – 20,000 participants. In charge of organising four festivals in Moscow, one in Kazan and one in Khanti-Mansiysk
- Responsible for TV production (transmissions) of some sport events such as International Ski Race "Sprint Tour" in Siberia in 2008, some international billiard competitions and International Tennis Cup "Kremlin Cup 2008"

**Sport** : Skydiving, Master of Parachute Sport, 520 jumps, 4 times Russian Record Holder, European female record holder, Mountain Trekking, Scuba Diving, Snowboarding

## VUFFRAY, Raoul

Swiss / Spanish, 31 years

French (F), English (G), Spanish (G), German (G)



Diploma in Physical Education and Sport, University of Lausanne, Switzerland

Certificate in Sport Management, Swiss Graduate School of Public Administration, Lausanne, Switzerland

Several years of professional and volunteer experience in various areas

### Coordination Committee, 14th World Gymnaestrada 2011, Lausanne, Switzerland

- In charge of the Technical Department
- Supervising 10 Commissions
- Dealing with the FIG Gymnastics For All Committee

### Physical Education and Sport Teacher, State of Vaud in various schools, Switzerland

- Teaching at primary and secondary levels
- Supervising all sports activities
- Responsible for the continuing education

### Teacher and expert in various training courses for coaches

- In Gymnastics at Jeunesse & Sport (Swiss programme for the promotion of sports)
- In Physical Activities for All at Allez Hop (Swiss project for the promotion of physical activity)

### Volunteer for sporting events

- Athletissima : member of the press team
- European championships in men's artistic gymnastics : in charge of the competition hall

**Sport :** Gymnastics, Skiing, Snowboarding, Golf, Hiking

## WASSMER, Christian

German, 36 years

German (F), English (F), French (F), Japanese (B), Czech (B)



Bachelor of Arts in Mass Communications and French, Ouachita Baptist University, Arkansas, USA

Minor in International Relations, Seinan Gakuin University, Fukuoka City, Japan

### Coaching Experience

- 2006-present, National League A Tennis, TC Lido Lucerne, Switzerland
- 2006-2007, Head Tennis Coach at la vie en tennis ag in Adligenswil, Switzerland
- 2002-2006, Head Tennis Coach at the University of Texas at Arlington, USA, NCAA Division I
- 1999-2006, Four time Tennis Coach of the Year in the Southland Conference

### Sport Administration

- 2010, Assigned Tournament Director of the National Swiss Junior Indoor Tennis Championship
- 2006-present, Tournament Director of the ITF Lucerne Junior Competition
- 2007-2008, General Manager at la vie en tennis ag in Adligenswil, Switzerland
- 2001-2004, Chair of the Southland Conference (NCAA Division I Tennis)

### Journalist

- 2003-2004, Die Welt - daily German newspaper, writer. Interviews and features about National Basketball Association (NBA) and Dirk Nowitzki
- 2001-2003, DSF, German sports television. Foreign correspondent in Dallas, Texas. Locker room interviews and stories. Covered 50 NBA games and 2 NHL Stanley Cup Finals
- 2002, DSF, German sports television, internship. Production of MLB and NBA highlight reels

### Athletic Awards

- 1998, National Japanese College Champion
- 1997, The Arthur Ashe Sportsmanship and Leadership Award in US College Tennis
- 1994, Ranked 14th in the nation, NCAA Division I Men's Team Tennis

**Sport :** Tennis, Football, Basketball, Ice Hockey, American Football, Baseball

## WIACEK, Piotr

Polish, Swiss, 29

French (F), Polish (F), English (F), German (B)



Master of Science in Psychology, University of Lausanne, Switzerland

Sports Management Certificate, Swiss Graduate School of Public Administration (IDHEAP)

### Assistant, Lausanne University and EPFL Sport Service, Switzerland

- Assigned to special projects: « Volleyball Night » (1998 - 2008) - Organisation and technical assistance; « Olympic Week » in the Olympic Museum (1997 - 2008) - Responsible in planning and execution of the volley-ball event
- Teach volley-ball for student classes (2000 - 2008)
- Management of Lausanne University Club's top professional team as captain (2005 - 2009); Created weekly programs and the weightlifting program; Managed the team budget for equipment; Organised transportation during the regular season and the European cup

### Brand coach, UEFA FAN ZONE, Geneva, Switzerland

- Representative for « ADIDAS » brand during the EURO 2008 in Geneva FAN ZONE

### Volunteer, MONTREUX VOLLEY MASTERS, Switzerland

- Translator for the polish team during the tournament

### Sport Accomplishments (Volley-ball)

- World University Championships in Beijing (2001), Izmir (2005) and Bangkok (2007)
- Swiss Champion and Swiss Cup winner (2008)
- Swiss Junior Champion (1998)
- Over 120 caps in the Swiss youth, junior and men's national teams (1994 - 2007)
- Over 30 participations in European Cups with Lausanne Université Club (1997 - 2009)
- Nominated as Swiss best player (2007)

## **WILLI, Murielle**

**Swiss, 34 years**

French (F), English (F), German (F),  
Spanish (G)



Bachelor in International Business and  
Languages, University of Hogeschool  
Zeeland, The Netherlands

*8 years Project Management experience in the International medical sector and sport events*

### **Convention Supervisor, Medtronic Int. Trading Sàrl, Tolochenaz, Switzerland**

- Managed all Western European events and congresses including management of \$ 3 million annual budget, booth design, vendor partners and communication
- Developed, implemented and analysed event communication & marketing materials
- Awarded for Marketing Excellence in 2007

### **Project Manager, Choice Events Management Sàrl, Lutry, Switzerland**

- Developed and managed event logistics, mentored junior team members
- Intern, Lausanne Tourisme, Organisation department, Lausanne, Switzerland**
- Coordinated event logistics for the 2002 Figure Skating European Championship and the 2001 Curling World Championship in Lausanne and provided on-site support

### **Intern, Olympic Museum, Lausanne, Switzerland**

- Contributed to projects in Marketing, Hospitality and Museum archives
- Volunteer, 2000 Disabled World Championship, Anzère, Switzerland**
- Coordinated hospitality programme, information desk and athletes accommodation

**Sport :** Running, Swimming, Skiing, Trekking, Cycling



The MSA is co-signed by



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