

aists
MASTERING SPORT

MSA

Master of Advanced Studies in Sports
Administration and Technology*



*Ranked no. 2 Masters in Sport Management Worldwide by Eduuniversal

The AISTS MSA is co-signed by _____





MSA

Master of Advanced Studies in Sports
Administration and Technology

www.aists.org/msa

The AISTS MSA, a unique programme in the Olympic Capital

Organised by the **AISTS** (International Academy of Sports Science and Technology), the **AISTS MSA** is a unique postgraduate programme in sports management held annually in Lausanne, the Olympic Capital. Over the course of 14 months, participants are trained by experts in sport and academics, in the following multi-disciplinary fields applied directly to sport:

- Management & Economics
- Technology
- Law
- Sociology
- Medicine

The AISTS MSA degree is co-signed by some of the best academic and technology institutes of Switzerland: EPFL, University of Lausanne and University of Geneva.

The AISTS MSA is designed for sports-minded professionals wishing to achieve a stronger skill set for their existing or desired career in the sports industry. AISTS MSA participants are fluent in English, have an undergraduate degree, a master's degree and/or work experience, and are interested in developing or strengthening a career in sports management. In addition, they come from a wide range of nationalities and professions, but all have the same goal of **Mastering Sport**.

The AISTS MSA is co-signed by _____



UNIVERSITÉ
DE GENÈVE

AISTS MSA **work experience requirements**

In addition to course requirements, AISTS MSA participants must also complete at least the equivalent of eight weeks of full-time work in the sport industry. Past participants have completed these requirements in the form of short-term work experience or by securing full-time jobs with organisations such as the International Olympic Committee, International Federations, sports organisations and sports marketing agencies.

To contact or recruit AISTS MSA 2015 Participants:

Email: info@aists.org

Phone: +41 (0)21 693 85 92

www.aists.org/2015

About the AISTS

The AISTS was founded in 2000 by the International Olympic Committee (IOC), EPFL, University of Lausanne, University of Geneva, IMD Business School, Ecole Hôtelière de Lausanne (EHL), the City of Lausanne and the Canton of Vaud.

The AISTS responds to the needs of the sports industry by focusing its activity on three key pillars:

EDUCATION

Educating leaders in sports management through adapted education programmes.

APPLIED RESEARCH

Providing knowledge and expertise in relevant fields applied to the sports environment.

CONNECTIONS

Acting as a strategic connector in the world of sport.

AISTS Mission

The primary mission of the AISTS is to Master Sport by positively contributing to sports management through a multi-disciplinary approach to education and sciences by remaining at the forefront of the sport industry's development and the Olympic movement.



Christophe Dubi
Olympic Games Executive Director



Irrespective of the circumstances you find yourself in, but especially when things are going well, reinventing yourself is essential.

For the IOC, this translates into Olympic Agenda 2020, the strategic roadmap for the future of the Olympic Movement. Forty recommendations which shall be implemented, starting in 2015, to change the way we do business.

What is true for the IOC is also true for sport. History and tradition; changes and adaptation. Four words which illustrate the natural tensions that exist within all sports organisations.

These days, as demands on people's time increase and attention spans decrease, sport has to reinvent itself. Competition formats must be shorter and more dynamic, and the rules should be simpler. In other words: more compact for more impact!

What everyone ultimately seeks in sport is emotion.

Sport and athletes are sources of emotion and motivation: with their focused and meticulous approach towards excellence, athletes with their limitless commitment are a glowing example of efficiency and performance.

An athlete's success and failure depends on many factors including training, nutrition, recovery, stress management, time differences and many others. While sport has long taken inspiration from the economic world, the athlete approach to training and competition is now being replicated by businesses and their resource management.

I encourage each and everyone one of you to think about what role you can play in the world of sport, and to think about how you can contribute in these changing times.

Good luck to the AISTS class of 2015!



The International Ski Federation (FIS) has worked closely with the AISTS since the very beginning of the Master of Sports Administration (MSA) and it has certainly been a win-win relationship for both organisations. Graduates who undertake the AISTS Masters programme are given an opportunity to learn from experienced and knowledgeable professionals in different areas of the sports movement and industry to enable them to benefit from a tailored and rounded programme. FIS has partnered with the AISTS to provide a full-season internship in our marketing or communication department. The second element of the cooperation involves carrying out an individual or group project, which is a chance to gain an insight into a real-life task at FIS. Finally, I have presented to most editions of the AISTS MSA about the organisation of the International Ski Federation and with our

Sarah Lewis
Secretary General
at the International Ski Federation



organisation carrying out 7,000 competitions per year and having six disciplines on the programme of the Olympic Winter Games, there is plenty to talk about!

May I wish the class of 2015 an interesting, stimulating and educational year at the AISTS. Work hard and make the most of this unique learning opportunity in Lausanne, but do find time to enjoy the great winter sport offerings in the area.

Sarah Lewis

AISTS MSA Class of 2015 Profile

PARTICIPANTS: 41



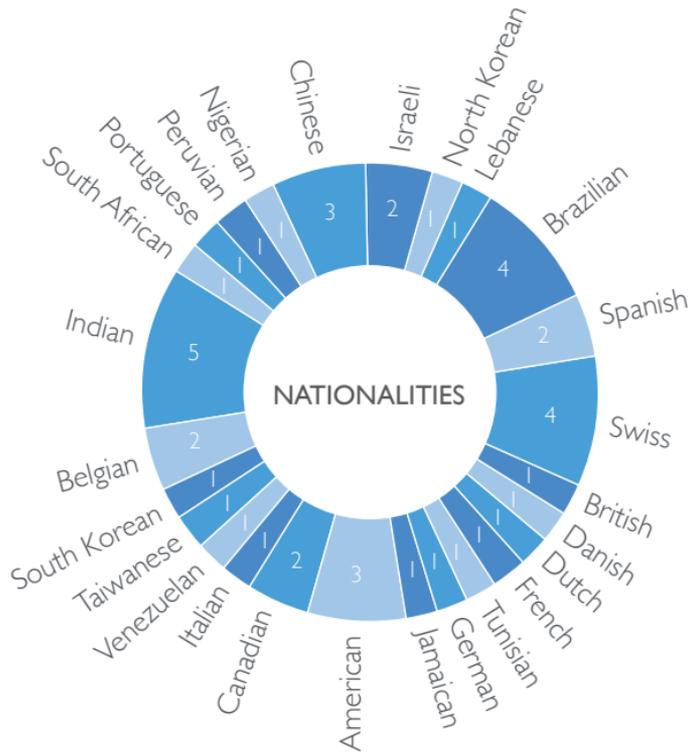
Women: 17

Men: 24



AVERAGE AGE: 30





LANGUAGES : 20



NATIONALITIES : 26



AVERAGE YEARS OF WORK EXPERIENCE : 7



PARTICIPANTS PROFILES 2015



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ARELLANO Gustavo

Venezuelan, Spanish, 29

2 years of Business Development and Sales Management in the FMCG industry in Venezuela
4 years as Commercial/Operations Manager in the environmental industry in Latin America

Bachelor of Science in Chemical Engineering, Universidad Simon Bolivar, Caracas, Venezuela

Master of Business Administration, Instituto de Estudios Superiores en Administracion, Caracas, Venezuela



Languages

English
Spanish

Work Experience

Commercial Organisation Development, Philip Morris International, Caracas, Venezuela

- Created and executed development plans for Commercial team
- Developed information tools, including dashboards and distributors management system, in order to build business intelligence unit
- Improved the national weighted distribution curve as part of the executing task force project

Regional Field Sales Manager (Center), Philip Morris International, Valencia, Venezuela

- Directed, created strategies, supervised and controlled activities of merchandising, sales and distribution in order to meet targets and KPIs
- Provided continued coaching to internal and external sales force, supervised and empowered distributors
- Significantly increased sales volume and weighted distribution curve

Co-Founder & Commercial/Operations Manager, Dau Metal, Caracas, Venezuela

- Developed and executed commercial strategy based on customer requirements
- Provided continued training to commercial team of 15 employees
- Exported to South Korea more than 10,000 metric tonnes of hazardous materials for metal recovery

Sport Achievements

- Football: State Champions (2000-2002), Under 20 National League - 4th place (2003), National Games for Italian Clubs in Venezuela - 2nd place (2005)
- Futsal: Special Caracas League "Solo 12" professional league - 3rd place (2008), National Engineers Games - 3rd place (2013) and Champions (2014)

Sports

Football, Futsal, Tennis, Volleyball, Baseball

Bachelor of Commerce (Retail Management), Ryerson University, Toronto, Canada

AYLEN Jeffrey **Canadian, 24**

3 years' experience in Corporate Communications and Event Management in Canada and San Marino with the Toronto Maple Leafs, Toronto Raptors and Canada Basketball
4 months as a Legal Intern at renowned sports agency



Work Experience

Communications Coordinator, Canada Basketball, Toronto, Canada

- Collaborated with designers and developers to integrate content into new website design and function for optimum communication
- Developed and managed organisation's first two social media campaigns, increasing fan following by 15% across all digital platforms within four months
- Managed brand communications, including press releases, media relations and social media

Mobile Fan Zone Supervisor, Maple Leaf Sports and Entertainment, Toronto, Canada

- Managed three different community programmes for the Toronto Raptors, Toronto Maple Leafs and Toronto FC
- Assisted with the creation of integrated marketing campaigns across social media
- Maintained budget expenditures of CAD\$ 1 00,000, including merchandise and payroll

- Managed a pool of 30 employees at all levels of management

Legal Intern, Interperformances, San Marino

- Assisted with the attainment of professional sports team and stadium sponsorships
- Researched and analysed FIBA cases to prepare briefs or arguments for review, approval and use by attorney

Sports Achievements

- 8 years of competitive Basketball at the regional and provincial level
- National Coaching Certification Program - "Learn to Train" certified
- Bakersfield Jam tryout coach (National Basketball Association D-League)

Sports

Basketball, Baseball, Skiing, Athletics



Languages

English
French



BHATTACHARYYA Rajashree

Indian, 31

7 years of cumulative experience in media and non profit organisations covering Sports Marketing and Operations, Event Management, Program Management and Elementary Physical Education

Post-Graduate Diploma (Sports Management), Indian Institute Of Social Welfare and Business Management, Kolkata, India

Bachelor of Science (Zoology), B. Barooah College, Gauhati University, Guwahati, India



Languages

English
Hindi
Assamese

Work Experience

District Sports Consultant, UNICEF Assam Field Office, India

- Provided support to government sport and education departments and non profit agencies in selecting schools and communities to implement the International Inspirational Sports for Development (IIS4D) programme
- Supported government and NGO partners in managing annual programme fund
- Responsible for training the community volunteer selected to represent IIS4D India at the London 2012 Olympic Torch relay
- Provided PR support to national and local media for documenting IIS4D
- Conceptualised 45 community sports events over a period of three years
- Developed case studies and prepared annual reports
- Provided support to UNICEF India for documenting multiple school based programmes in Assam

- Trained teachers and community volunteers in elementary physical education

Marketing Executive, Indian Cricket League, Mumbai, India

- Managed ATL and BTL activities
- Planned operational schedules and managed player movement
- Monitored and managed content for various digital platforms
- Responsible for product merchandising, including working with suppliers for product ideas, samples and costs

Intern, WTA Tier-III Tournament (Sunfeast Open 2006), Kolkata, India

- Acted as the main point of contact for WTA officials, players and support staff for practice sessions during PR events and games
- Managed match inventory

Sport Achievements

- Named Best College Athlete in Athletics, Badminton and Basketball (2002 and 2004)

Sports

Athletics, Tennis, Football, Cricket, Archery, Trekking

Bachelor of Physical Education Management,
University of Physical Education of Korea,
Pyongyang, DPR Korea

CHANG Jong-Hyok **North Korean, 38**

11 years professional National Soccer player
3 years an Administrative Assistant at
an international sport federation
2 years working for the International Olympic Committee



Work Experience

**Assistant, International Taekwon-Do Federation,
Vienna, Austria**

- *Provided assistance to the President and Secretary General in the administration of the Federation, including scheduling meetings and appointments*

**Intern, International Olympic Committee,
Lausanne, Switzerland**

- *Supported the execution of IOC-related international events, including Olympic Day and local and regional events organised by the NOCs*

**Project Coordinator, International Olympic Committee,
Lausanne, Switzerland**

- *Coordinated issues related to past and current Olympic Games. For example, post-Games communications with NOCs*
- *Enhanced social media services provided to NOCs*

- *Scanned for online news stories and articles relating to the IOC and provided this information to relevant departments for internal and external communication*

Sport Achievements

- *More than 60 A-matches (Asian Games, Olympic and World Cup qualifications)*
- *2001 Samsung Cup Champion, China*
- *2002 King's Cup Champion, Thailand*
- *2002 Asian Games, Republic of Korea: several national championships*

Sports

Soccer, Running, Table Tennis, Skating



Languages

English
German
Korean



CHANG Yihuan

Dutch, 33

4 years in Account Management

3 years in Event Management

2 years with the International Office
at the Dutch Olympic Committee

2 ½ years as a Business Consultant in Finance

Masters of Science, Sports Policy and Management,
Utrecht University, The Netherlands

Masters of Science, International Economics and
Geography, Utrecht University, The Netherlands



Languages

English
Dutch
German
French

Work Experience

Sports Coordinator, Utrecht University Sports Centre,
The Netherlands

- *Managed the accounts and developed direct relationships for 15 sport clubs*
- *Pursued business leads and worked with clients to organise and deliver their sport events*
- *Drove membership increase from 7,500 to 9,000+ over a period of 2 years*

Elite Sports Administrator, Olympic Network
Midden-Nederland, The Netherlands

- *Helped to improve the performance of 12 regional talent centres as well as established two new centres through the creation of an improved training programme*
- *Supported the operational organisation of 10 elite sport clubs*
- *Set up a Business Club for elite sport clubs to increase communication amongst clubs*
- *Developed a fund for talented athletes, raising € 25,000 which provided athletes with equipment, injury treatment and coaching*

Intern - International Office and Account Management,
Dutch Olympic Committee, The Netherlands

- *Performed strategic scans at sport federations to improve their performance*
- *Coordinated all activities regarding the 2010 Youth Olympic Games*
- *Initiated projects in 10 developing countries using sports for empowering local communities*

Business Consultant, Ordina Finance Group, The Netherlands

- *Led the improvement of products at Allianz, Aegon and IDIT Israel through software useability improvements*

Sport Achievements

- *Co-founder and President of the Zwaluwen Utrecht 1911 tennis club (2011 - 2014)*
- *Competed in Korfbal at the highest national juniors level (1999)*

Sports

Tennis, Football, Korfbal, Volleyball, Basketball, Table Tennis

Master of Physical Education, National Taiwan Normal University, Taipei, Taiwan
Bachelor of Foreign Languages and Literature (English), Minored in Sociology, National Taiwan University, Taipei, Taiwan

CHO Wan-ching Taiwan, 31

3 ½ years in Project Management and Leadership in the sport industry
2 ½ years as an International Coordinator at the Chinese Taipei Olympic Committee



Work Experience

Event Manager, 2014 World Schools Badminton Championship, Taipei, Taiwan

- Led the bidding team to win the 2014 World Schools Badminton Championship to be hosted in Taiwan
- Managed the marketing and volunteer departments of the Organising Committee

Project Manager, Chinese Taipei School Sport Federation, Taipei, Taiwan

- Implemented the official guide for National Athletic Games
- Organised the "National Training Camp for Sport Clubs Leaders in High Schools" and "Enhancement Camp for Top Student Athletes in High School"
- Initiated and organised the recruitment drive for sport volunteers

Interpreter, Various sport events and receptions, Taipei, Taiwan

- Served as interpreter and managed the schedule for the Chairman of the National Olympic Committee of

Guatemala on his trip to Taiwan

- Acted as interpreter for the Chief of Sport Administration from the Taiwan Ministry of Education

Basketball Coach, National Taiwan University, Taipei, Taiwan

- Coached Division I women's high school team (2008-2009) and Division I University Team (2006-2007)
- Coached Summer and Winter Basketball Camps for 7-15 year olds

Sport Achievements

- Basketball: High School Team, 5th place in National Division I Competition (1999-2001) University Team, 7th place in National Division I Competition (2003)
- Tennis: Teacher-Student Cup, 3rd in women's singles (2009)

Sports

Basketball, Boxing, Baseball, Tennis, Yoga, Badminton



Languages

English
Mandarin
Chinese



CINTRA Camila

Brazilian, 31

11 years as a Sports Journalist for a national broadcasting company

7 years as a Publisher and Content Manager

3 years as a TV Sports Commentator and Broadcasting Manager/ Commentator for major international football tournaments

Bachelor of Journalism (Social Communication), Faculdade de Tecnologia e Ciências, Salvador, Brazil



Languages

English
Portuguese

Work Experience

Editor/ Content Manager, Grupo Metropole of Communication, Salvador, Brazil

- Led a journalism department of more than 15 radio/web and print journalists
- Responsible for managing the department's schedule, activities and organising the department's agenda
- Oversaw all individual and team assignments

Broadcasting Manager/ Commentator, Grupo Metropole of Communication, Salvador, Brazil

- Led and provided broadcasting commentary for the major international football tournaments, including the FIFA World Cup, American Cup, FIFA Club World Cup, Confederation Cup and UEFA Champions League

Daily Sport Program, Radio Metropole FM, Salvador, Brazil

- Responsible for producing the daily sports programme

- Reported on the global sports news and provided expert commentary
- Organised and conducted interviews with athletes, players, coaches, physiologists and nutritionists

TV Commentator and Reporter, TVE- Salvador- Bahia, Brazil

- Delivered international sports news broadcast, with a focus on football
- Interviewed athletes, players, sports managers and coaches

Sport Achievements

- 10 years competitive swimming, earning several regional and provincial youth awards

Sports

Swimming, Football, Boxing, Volleyball, Capoeira, Running

Master of Applied Economic Sciences, University of Ghent, Ghent, Belgium

Postgraduate Certificate of Financial and Economical Integration, University of Poitiers, Poitiers, France

DECOENE Stijn **Belgian, 39**

6 ½ years in Procurement and Financial Controlling for European Soy Food market leader
7 ½ years in Financial Controlling and Sales & Operations Planning for European Food and Industrial Ingredients company



Languages

English
French
Spanish
German
Dutch

Work Experience

Senior Divisional Strategic Buyer Soybeans and Energy, Alpro, Wevelgem, Belgium

- *Managed corporate soybean and energy budget*
- *Negotiated procurement contracts*
- *Hedged prices on soybean and energy commodity markets*
- *Established strong relationship with international soybean suppliers to ensure continuous supply of high quality soybeans*
- *Set-up strategic soybean sourcing plan*
- *Supervised procurement officer in daily operational planning*

Financial Commercial Controller, Alpro, Ghent, Belgium

- *Delivered corporate sales & marketing analyses and reports*
- *Supervised accountant in financial closing*
- *Managed finances for the German Commercial Organisation*
- *Led corporate financial projects*

Group Planner, Tate & Lyle Food and Industrial Ingredients Europe, Aalst, Belgium

- *Maximised corporate profit by delivering most optimal monthly sales & operations plan*

- *Presented plan to management in monthly sales & operations meeting*

Financial Supply Chain Controller, Tate & Lyle Food and Industrial Ingredients Europe, Aalst, Belgium

- *Analysed manufacturing and logistic costs as well as capital expenditure*
- *Coordinated and consolidated annual operating plan and forecasting*

Sport Achievements

- *Competed in Football at highest provincial levels in Belgium*
- *Competed in Olympic Distance Triathlons*
- *Climbed to Summit of Mont-Blanc*

Sports

Football, Triathlon, Tennis, Mountaineering, Surfing



DIETSCHI Raphaël

Swiss, 27

4 years as a Tennis Instructor, Coach, and Physical Trainer
5 years creating and organising sport and cultural events

Bachelor of Law, University of Geneva, Geneva, Switzerland

Diploma of Tennis Instruction J+S 1 (10-18 year olds) and JSKids (4-8 year olds), Geneva, Swiss Tennis



Languages

English
French
Italian
Spanish

Work Experience

Tennis Instructor, Bernex Tennis Club, Bernex, Switzerland

- Developed a specific programme to help junior players to improve their physical and tennis condition
- Successfully coached the Bernex Tennis Club Under 14 team to win the Geneva championships
- Coordinated lessons for players aged 5 to 18 years old
- Managed all junior tournaments hosted at the Bernex Tennis Club

Co-Founder, Lassoc', Geneva, Switzerland

- Co-created an association to develop events for local youth
- Created and developed the "Foot&Sound" tournament and "Ride&Sound" event
- Managed various event operations including food and beverage, sponsorship, marketing and digital promotion

Sport Achievements

- Swiss National Tennis Interclub runner up, under 18 (2005)
- Top-ten Tennis national ranking under 16 (2003)

Sports

Tennis, Basketball, Football, Snowboard, Wakeboard

Bachelor of Arts in Communication, Minor in Sports Management, The University of Arizona, Tucson, USA

ELLIOTT Shannon **American, 23**

5 months assisting the management of Major League Soccer pre-season training
2 years in Marketing and Game Operations
4 years as a Basketball Coach



Work Experience

Development Assistant, UCLA Mattel Children's Hospital, Los Angeles, USA

- Assisted the Executive Director of Pediatric Development/Funding in preparing for meetings with high profile donors, including scheduling meetings, preparing presentations and processing funds
- Scheduled, prepared and attended Board of Director meetings and events
- Contributed in managing accounts of high capacity donors

Intern - Marketing, Sales and Operations, FC Tucson, Tucson, USA

- Acted as team liaison for the Seattle Sounders FC
- Assisted in venue preparation and equipment management for Major League Soccer pre-season training for more than eight teams
- Provided support for game day operations at international friendlies, including teams from Canada, Denmark and Mexico

Intern - Marketing and Game Operations, University of Arizona Men's Hockey, Arizona, USA

- Promoted the season and games to the Tucson community and student body, through social media outlets such as Facebook, Twitter and Instagram
- Core member in facilitating the increase of student ticket sales by more than 200 tickets from the 2012 season to the 2013 season

Sport Achievements

- 15 years of competitive Basketball, Junior Varsity and Varsity Captain, MVP awards, Coaches Excellence Award
- 12 years of competitive Soccer

Sports

Basketball, Soccer, Running, Swimming, Football, Ice Hockey



Languages

English
Spanish



FIGUEIREDO Rita

Portuguese, 24

Over 1 year working in the Competition Department for the Portuguese Rugby Union
3 months internship at Football Club "Os Belenenses"
1 month internship at "Estoril Open 250 ATP WTA"

Bachelor of Management, Lisboa School of Economics & Management, Lisbon, Portugal



Languages

English
Portuguese
Spanish

Work Experience

Intern, Football Club "Os Belenenses", Lisbon, Portugal

- Processed and organised the club's legal documents
- Conducted research concerning the strategic sourcing of a team coach
- Collaborated with the management, legal and financial departments

Intern, João Lagos Sport Lda, Portugal

- Participated in the organisation of the tennis tournament, "Estoril Open 250 ATP WTA"
- Liaised with players as well as with the board of the tournament
- Assisted with the players' tournament schedules
- Gained complete understanding of the tournament coordination, including player liaison, venue management and staff coordination

Trainee, Federação Portuguesa de Rugby (Portuguese Rugby Union), Lisbon, Portugal

- Worked in the competitions department, gaining experience in marketing, finance, and sponsorship
- Led the organisation of national and international competitions
- Coordinated key functions including staff management, operations and team scheduling for the National Championship and international events
- Developed close working relationships with the Director of Competitions, General Secretary and National Technical Director as well as with the International Rugby Board and the FIRA-Association of European Rugby

Sport Achievements

- National Competitor in Show Jumping (2000-2008)
- Line Judge for Tennis Tournament 250 ATP WTA (2011)
- Won Ladies singles Lisbon Clubs Tennis Tournament (2012)

Sports

Tennis, Padel Tennis, Racketball, Show Jumping

Master of Arts (History), Catholic University of Louvain, Belgium

Master in Political Science, Catholic University of Louvain, Belgium

Advanced Studies Diploma in International Relations, Catholic University of Louvain, Belgium

Master in European Law, University of Saint-Louis/ UCL, Belgium

FRANCESCHI Fabio **Belgian, Italian, 33**

2 years in Communication and Public Relations in the Directorate-General Education, Culture & Sports of the European Commission

3 years' experience as Project and Communication Manager in the Banking Sector



Work Experience

Project and Communication Manager – Business Line, ING Bank, Brussels, Belgium

- *Managed projects in the framework of a key strategic programme aimed at developing online sales and services for business clients*
- *Handled the internal and external communication of the programme at ING Group level*

Information and Communication Assistant, DG Education, Culture and Sports, European Commission, Brussels

- *Created and supervised an international conference launching a new European programme: "Youth on the Move" initiative*
- *Supported the establishment and development of the Sports Unit and implemented its communication plans, including managing social media, website, press releases and speeches*

Volunteer - Media Team, 2015 IRB Rugby World Cup, London, UK

- *Responsible for coordinating social media communications, including producing content and engaging with media and users*

Volunteer – Delegation Assistant, 2014 Special Olympics Summer Games, Antwerp, Belgium

- *Assisted Iceland's Head of Delegation, including supporting the delegation's organisational and communication needs during the Games*

Volunteer - Steward and Stewards Manager for RSC Anderlecht - UEFA Champions League, Brussels, Belgium

- *Ensured safety procedures and protocol were followed during live events, including supervising safety stewards*

Volunteer – Event Assistant, Davis Cup, Belgium

- *Supported the management of the venue and hospitality for media and other partners*

Sport Achievements

- *Alpine Skiing: Competed at national junior levels (1993-1998)*
- *Tennis: Competitor, Instructor and referee for regional competitions*
- *Rugby: Competitor and U10&12 coach*

Sports

Skiing, Tennis, Rugby, Football, Motorsports, Trail&Sky Running



Languages

French
English
Italian
Dutch



GARDNER Anthony

American 27

5 years' experience playing professional American Football in the USA and Europe
5 years coaching and promoting American Football at professional and collegiate level in the USA and Europe

Bachelor of Arts, Major in Business Administration, Minor in Entrepreneurship, Baldwin Wallace University, Ohio, USA



Language
English

Work Experience

Quarterback (Player) / Captain (American Football) for teams in Cannes, France; Chambersburg PA, USA; Ljubljana, Slovenia; Rome, Italy and Lausanne, Switzerland

- Assisted with promotional events and fundraising to spread popularity of American Football
- Optimised personal playing ability by maintaining conditioning, strength and speed through additional individual workouts and healthy dieting
- Helped lead team by setting best possible example when training, studying film and preparing for games

Offensive Coordinator (American Football) for teams in Chambersburg PA, USA; Ljubljana, Slovenia; Rome, Italy; Lausanne, Switzerland and Baldwin Wallace University

- Implemented and taught offensive system via PowerPoint presentations, video samples and on-field demonstrations

- Created game and practice plans to improve on, and optimise team talents and take advantage of opponent weaknesses
- Responsible for all in-game offensive play calling and personnel management

Sport Achievements

- Collegiate All conference player (2008 & 2009)
- 2011 Minor League National Champion with Chambersburg Cardinals, PA USA
- 2012 Central European Football League Champion with Ljubljana Silverhawks, CEFL Championship Game MVP

Sports

American Football, Basketball, Golf, Olympic Weightlifting, Crossfit, Baseball

Bachelor of Science in Management Studies
(Marketing), The University of the West
Indies, Mona, Jamaica

HALL Rashid Jamaican, 26

6 years' experience in Sports Administration,
Sponsorship Marketing, PR and Social Media at the
University of the West Indies
4 years in Sports Administration with the Jamaica
Intercollegiate Sports Association



Work Experience

Chairman - Track and Field, Jamaica Intercollegiate Sports Association, Kingston, Jamaica

- Raised the profile of the annual Collegiate Track and Field Championships
- Increased sponsorship and media coverage of the event by 200% over a three year period
- Created the Collegiate Cheer Leading Championships
- Chaired the association strategic planning retreat

Sports Coordinator, University of the West Indies - Sports Department, Kingston, Jamaica

- Created and implemented the UWI/UTech Sports Championships: an event which attracted over 4,000 patrons and 300 competitors
- Conceptualised and developed the Campus Sports Online Channel: Mona Sports TV
- Created and coordinated the UWI Sports Leadership Academy
- Designed and executed the Marketing strategy of the UWI Sports Department

- Drafted and submitted proposals which were successful in acquiring Jmd\$4 million in sponsorship value
- Managed the UWI Sports Scholarship Programme

Sport Achievements

- Chair of the Special Events Committee for the Biennial UWI Caribbean Games (2013)
- Manager, UWI Track and Field Team (2010-2014)
- Manager, Team Jamaica, CAC Games, Mexico (2014), Commonwealth Games, Scotland (2014), World University Games, China (2011)
- 2nd VP, Jamaica Intercollegiate Sports Association
- Deputy Head of Delegation, Team Jamaica, World University Games, Russia (2013)

Sports

Football, Table Tennis, Cricket



Language
English



HARTLEY Kristen

American, 36

6 years' experience in International Marketing and Event Management
2 years in Non-profit Management in the sports and medical industries
Over one year's experience in Venue Logistics Management in Curling for the Salt Lake Organising Committee
2 years in Recreation Management in the hospitality industry

Bachelors of Science
(Recreation and Leisure Service Management), University of Florida, Gainesville, USA



Languages

English
German

Work Experience

Global Marketing & Events Officer, Allianz Global Corporate & Specialty, Munich, Germany

- *Managed global branding and product events and related budgets*
- *Consulted with AGCS staff on event compliance policies*
- *Developed powerful marketing presentations, ads and brochures*
- *Collaborated with Business Development to increase presence in emerging markets*
- *Cultivated a Salesforce.com community to initiate best practice across Allianz*

Marketing Executive, ABBYY Europe GmbH, Munich, Germany

- *Managed European-wide tradeshows, roadshow, product launch events, and client events as well as their respective budgets*
- *Developed online marketing campaigns*
- *Created content for a digital newsletter for partners and customers*

- *Supervised office administration staff of two full-time employees and up to four work students*

Assistant Venue Logistics Manager, Salt Lake Organising Committee, USA

- *Developed and executed the logistic operations plan at the Curling venue*
- *Collaborated with venue teams to develop set up and recovery processes*
- *Recruited and managed logistics crew of 11 full-time employees*
- *Performed Paralympics transition procedures*

Recreation Supervisor, Sawgrass Marriott Resort, Florida, USA

- *Executed recreation programmes and events for corporate clients and hotel guests*
- *Managed the daily operations of recreation outlets*
- *Trained recreation staff and college interns*

Sports

Swimming, Running, Cycling, Hiking, Surfing, Sailing, Diving

IAAF Coaches Course, Level IV in Middle and Long Distance, Cairo, Egypt
Sport Economics course, Copenhagen Business School, Denmark

KOSGEY Wilson Kipketer

Danish, 42

10 years as a professional runner
8 years' experience working for the IAAF, including as Athlete Ambassador
2 years as Head of International Development for Peace and Sport
6 years' experience managing own professional sporting career



Work Experience

IAAF, Monte Carlo, Monaco

- Contributed knowledge and experience to diverse departments, including Anti-doping, Communication, Broadcasting and Development
- Worked closely with youths and junior athletes to develop talent and interest in athletics
- Lectured the IAAF levels I and II coaching courses

Head of International Development, Peace and Sport, Monte Carlo, Monaco

- Promoted peace through sports as a Member of the 'Champions for Peace'
- Supported the organisation's activities as Board Member at Peace and Sport
- Supported fundraising activities for field projects

Founder, Kipketer Foundation, Kenya

- Founded the Kipketer Foundation to empower street kids in West Kenya
- Led and developed educational services, early support and childhood care centres

Speaker and expert commentator

- Provided expert commentary on issues and latest developments in athletics to various media
- Invited to speak at conferences, including the International Coaching Conference and Doha GOALS Forum

Ambassador roles

- Parkinson Society in Denmark
- Danish Athletics Federation
- UN for International Peace Day for sport development and peace

Sport Achievements

- Triple 800m World Champion (1995, 1997 & 1999)
- Twice Olympic Medalist (2000 & 2004)
- European Champion (2002)
- Current world record in 800m and 1000m
- IAAF Athlete of year (1997)

Sports

Athletics



Languages

English
Danish
Swahili



LAGRANGE Pierre-Adrien

French, 29

3 years as a Founder and CEO offering betting advice, journalism and sportscasting
2 years as an International Sales and Press Relations Manager in professional Football

Master of Sports Management and Administration, Sciences-Po, Aix-en-Provence, France

Master of Physical Education, Université Lyon 1, Lyon, France

Bachelor of Physical Education, Université de Sherbrooke, Sherbrooke, Canada



Languages

English
French
Italian

Work Experience

CEO / Sport and Business Consultant, Wilddevil Consulting, France

- Delivered tactical and technical game analysis for teams
- Advised clients on their sport business
- Provided advice on betting in Football and Ice Hockey

World Sales Representative / Communication and Press Relations Manager, Amisco, France

- Defined and implemented a new communication and marketing campaign
- Managed all relations with the French and international media
- Presented and secured sales of services to professional teams, Federations, leagues and media
- Ensured the renewals of current contracts
- Identified and pursued sponsoring and co-branding opportunities
- Achieved €250,000 in revenue, grew customer base by 150% and increased media visibility

Audit and Consulting mission, Marseille Volley 13, France

- Supported the team to reach a professional level in their back-office operations

Press Manager / Communication Assistant / Tournament Manager, Lyon Hockey Club, France

- Facilitated all external communications, including managing press relations
- Coordinated merchandising and ticket sales
- Managed the overall operational activities of tournaments

Sport Achievements

- Silver Medalist & 4 x finalist, French Track & Field Championship (1999, 2001, 2004, 2013, 2014)
- Quebec Track & Field College Champion (2005)
- College Football player (2005)
- Scored over 200 goals in official Football competitions

Sports

Football, Tennis, Baseball, Ice Hockey, American Football, Handball, Fitness

Bachelor of Law (Honours), University of Abuja, FCT, Nigeria

Certificate of Call to the Nigerian Bar; Nigerian Law School, Nigeria

LANVAL Murtala Maikudi

Nigerian, 33

1 ½ years as a Solicitor and Advocate for private law firm

1 year as a Federal Legislative Legal Assistant

4 years as a Procurement and Supply specialist in an international environment

2 years' experience as a Corporate In-House Counsel



Work Experience

VP Operations, Conpendium Ltd, Lagos, Nigeria

- Negotiated the procurement and supply of heavy duty tow trucks, including operational vehicles worth over USD 960,000 for the Federal Road Safety Corps
- Advised on the company procurement of vehicles, including recommending suppliers and vehicle specifications
- Coordinated logistics, travel and accommodation for agency personnel to receive training in Europe

Legal Officer, Petrolex Oil & Gas Ltd, Lagos, Nigeria

- Negotiated a USD 45 million loan facility for the construction of a 300 million litre tank farm with supporting infrastructure at Ibefun in Ogun State
- Provided transaction structuring advice with a view to optimising lead time to obtain regulatory consent and compliance with Nigerian laws

- Researched and applied regulatory policies that benefit the company in the areas of tax waivers and import duty draw backs
- Prepared several contract agreements including NDA, SPA, JV, deed of assignment, tenancy agreements, guarantee agreements, loan agreements etc.

Sport Achievements

- University student body sports representative
- Representative at several inter-college football games

Sports

Football, Basketball, Motorsport, Athletics, Boxing, Volleyball



Language
English



LEE Kyung Eon

South Korean, 27

Over 1 ½ years' experience with Incheon Asian Games Organising Committee

1 year internship at the International Triathlon Union in Canada & Switzerland

5 months working for the Korean University Council for Social Service in India

Bachelor of Science (Exercise & Sport Sciences),
EWHHA Womans University, Seoul, Korea



Languages

English
Korean

Work Experience

Doping Control Manager, Incheon Asian Games Organising Committee, Incheon, Korea

- *Managed doping control stations at a total of 51 venues*
- *Assumed responsibility for the test distribution plan, approved by Olympic Council of Asia (OCA)*
- *Developed and analysed a venue operation plan for distribution to athletes, coaches and staff*
- *Cooperated closely with Korea Anti-Doping Agency and Korea Institute of Science and Technology*

Intern, International Triathlon Union, Canada and Switzerland

- *Prepared and coordinated logistics for major events*
- *Reorganised Asia-region archives*
- *Updated content for the Asia Triathlon Confederation website*

- *Developed Facebook and Twitter presence for ASTC*
 - *Organised and added photo tagging for ITU's website*
 - *Prepared coaching course resources for underdeveloped countries*
 - *Attended 2012 London Olympic Games as an ITU staff*
- #### Volunteer, Korean University Council for Social Service, India
- *Taught Taekwondo and updated curriculum at Bihar Taekwondo Association*
 - *Opened and led the first physical education class at a government designated underserved elementary school*

Sports

Taekwondo, Squash, Cycling, Running, Triathlon

Master of Sports Economy and Industry,
Beijing Sport University, Beijing, China
Bachelor of Sports Industry Management,
Beijing Sport University, Beijing, China

LI Jiao

Chinese, 25

3 years in Sports Marketing and Sponsorship
2 years as a TV Presenter and MC
1 ½ years' experience in Sports Agency
working with European clients
2 years experience in Human Resources



Work Experience

Co-founder and Marketing Director, LHLT LIMITED, Beijing, China

- *Provided marketing consulting to clients, including Audi, Kia, Cadillac and P&G*
- *Implemented sport-related marketing activities for Shanghai Volkswagen Audi Car Group from 2013 to 2014*
- *Promoted 2015 China Value Analysis of Sports Industry Conference to partners and secured conference sponsors*
- *Developed marketing activities for major events: 2014 French Super Cup, 2013 China-Holland International Friendlies and 2011 Supercoppa TIM*

TV Presenter, CCTV-5, Beijing, China

- *Presented a Football TV show, "High 5" during the 2014 World Cup*
- *Provided commentary for Football and Basketball competitions: 2013 China-Holland International Friendlies, 2014 China Tour of the USA PAC-12*

MC/ Commentator, International Management Group, Beijing, China

- *Hosted the Color Run final stage party for more than 30,000 participants in 2013 and 2014*
- *Provided commentary for consecutive International Triathlon Competitions*

Human Resources, MISYS Group, Beijing, China

- *Provided HR services for clients, China Mobile, ChinaUnion and Sino-trans, including employee recruitment, orientation, training and performance assessment*

Sport Achievements

- *National Team Player of 2008 Woodball Exchanges Across the Taiwan Straits*

Sports

Badminton, Woodball, Swimming, Tennis, Skiing, Indoor Climbing



Languages

English
French
Chinese



LIANG Lei

Chinese, 33

8 years' international experience in Marketing, Publishing and Event Management with focus on the sports industry in emerging markets, particularly China and Qatar

Master of Business Administration (Marketing),
University of Leicester, UK

Bachelor of Arts in Japanese Studies, Nanjing
Agricultural University, China



Languages

English
Chinese
Japanese

Work Experience

Senior Program Assistant for Aspire Active,
a CSR program of Aspire Sports Academy, Qatar

- *Oversaw Active's brand development*
- *Provided PR and Marcom support based on the Academy's guideline and strategy*
- *Managed all media channels for Active*
- *Liaised with external agencies and delivered numerous online and offline campaigns*
- *Produced the SBU's quarterly bi-lingual healthy lifestyle magazine 'Being Active'*
- *Supported the Academy's CRM development*

Volunteer Campaign TV Presenter, Doha Asian Games
Organising Committee, Qatar

- *Was the face for various advertising campaigns in the country*

English Editor, 'Beijing Talk' Magazine,
Ismay International Ltd, Beijing, China

- *Wrote, edited and proofread articles*
- *Liaised between freelance and in-house writers and photographers*
- *Assisted the chief editor in translations and interview arrangements*
- *Organised Ismay-sponsored events*

Marketing Assistant, China Club Football, Beijing, China

- *Supported sales and administration of the partnership programme*
- *Assisted development, marketing and administration of team services*
- *Generated leads and sales for sponsorships and corporate events*

Sports

Equestrian, Golf, Boxing

Bachelor of Business Administration and Information Technology, The Interdisciplinary Center, Israel

Diploma of Accounting, Israel College of Management Academic Studies, Israel

MAOZ Tamar **Israel, 38**

3 years' operational management experience in the basketball industry at a national, regional and international level

4 years' experience in International Tax Advisory in the USA and Middle East



Work Experience

Management and Operations - Israel Women's national teams, Israel Basketball Federation, Israel

- *Managed the budget and annual work plans for all Israel women's national teams*
- *Coordinated international tournaments*
- *Collaborated and coordinated with FIBA and other Federations worldwide*
- *Established and monitored the performance of the regional centers of excellence for young players*
- *Advised on the operations of youth basketball leagues*
- *Led the national project for the advancement of girls in basketball*
- *Created the women's Summer League, as well as developed and implemented Women's Leadership Programmes*
- *Assisted in establishing new girls basketball clubs in Israel*
- *Developed conferences and educational programmes for basketball coaches of young female basketballers*

Accountant – Consultancy Department, Ernst & Young, Israel

- *Provided clients with tax advice regarding international mergers and acquisitions*
- *Worked with multinational companies on their annual reports to the national taxation authorities*

Sport Achievements

- *Competed in professional basketball for various clubs at the Israeli pro-league level*
- *Won 5 championships (1995, 1997, 2001-2003) and 6 cups (1995, 1997, 2001-2004)*
- *Captain of Israel national team*
- *Israel Women's U16 national team coach*
- *Israel Pro-League coach*

Sports

Basketball, Soccer, Tennis



Languages

English
Hebrew



MARATUECH Ximena

Peruvian, Italian, 26

2 ½ years as Project Manager in Brand Consultancy

1 year as a Girls' Football Coach

3 years of Advertising experience

Postgraduate Diploma in Marketing, Universidad ESAN, Lima, Peru

Bachelor of Arts in Communications, Brigham Young University, Provo, Utah, USA



Languages

Spanish
English
French

Work Experience

Girls' High School Football Coach, Colegio Villa Maria, Lima, Peru

- Coached three categories; U13, U15 and U17
- Created and implemented the training plans
- Recommended plans to increase involvement and commitment of players as well as fair play spirit amongst teams

Project Manager, Infinito Consultores, Lima, Peru

- Successfully managed multiple clients and 23 projects, including launching six major retail-related projects
- Prepared budgets, defined schedules, developed brand briefs and ensured successful delivery of projects within set time frame
- Assembled value propositions according to client needs
- Conducted client kick-offs and in-depth interviews
- Coordinated and collaborated with architects, illustrators, photographers, as well as other suppliers

Account Executive, Phantasia Tribal DDB, Lima, Peru

- Defined digital campaigns based on client's marketing objectives
- Coordinated with clients, graphic designers, media specialists and suppliers
- Monitored projects' progress for timely delivery

Marketing Assistant, The Miami Herald, Miami, Florida, USA

- Updated content for the sports and entertainment online section
- Participated in creating advertising campaigns for the 2010 Super Bowl

Sport Achievements

- Pre-selected for the Peruvian National Football Team (2005-2006)
- 7 years as a Track & Field team member in youth categories
- 4 years of competitive Football in youth categories

Sports

Football, Tennis, Swimming, Track & Field, Running, Table Tennis

Bachelor of Commerce,
Macquarie University, Sydney,
Australia

MATOS Mauricio

Brazilian, 26

2 years' experience in Athlete Career
Management and Sport Events for sports
marketing agency



Work Experience

Athlete & Account Manager, Sportstrategy, São Paulo, Brazil

- *Managed a pool of top Brazilian athletes*
- *Identified new opportunities for athletes in the areas of brand endorsement, advertising campaigns, sponsorship and speaking engagements*
- *Coordinated all ongoing proposals and reviewed all new proposals received by athletes*
- *Acted as a direct link between the agency's corporate clients and athletes*
- *Identified and reached out to companies without the know-how but the desire to connect their brand and products to sports*
- *Sought sponsorships opportunities for the agency's portfolio of sports events*

Sport Achievements

- *Competed for the Macquarie University Football Team*

Sports

Boxing, Muay Thai, Swimming, Football, Functional Training, Tennis, American Football, Basketball



Languages

Portuguese
English
Spanish



MENON Akash

Indian, 25

4 years' experience as a Network Designer and Team Lead in the Telecommunications industry
3 years as a Basketball Coach for InfoSys

Bachelor of Technology, Amrita Vishwa Vidyapeetham University, Bangalore, India



Languages

English
Hindi

Work Experience

Senior Systems Engineer, Infosys, Pune, India

- Worked closely with field technicians in the US and Canada to ensure telecommunication networks were implemented to specification onsite
- Provided cost-effective solutions to optimise existing telecommunication networks for a client, resulting in thousands of dollars in savings
- Led the team to ensure that deadlines were consistently met
- Mentored and trained all new staff
- Coordinated and conducted training sessions for all onshore staff through phone conference calls and online sessions
- Became the youngest in a team of 40 to master "Level 3 Communications"-associated technologies
- Acted as the single point of contact with client, Level 3 Communications, in coordinating the transition, training, issue handling and process flow during the acquisition of a company

- Received the MVP award in 2013 and Bravo award in 2011, awarded to the top performers in Infosys and Level3 Communications respectively

Sport Achievements

- Captain of College and Infosys Basketball teams
- MVP, Fireball Basketball Championship (2014)
- Winner, Corporate Basketball championships Winterslam and Fireball (2011 - 2013)
- Coached the Infosys Girls team to 4 straight championships with a streak of 16 unbeaten games
- Conducted Basketball seminars called "Teach @ Level3" to spread awareness of basketball at InfoSys

Sports

Basketball, Cricket, Football

Bachelor of Technology (Computer Engineering), Veermata Jijabai Technological Institute, Mumbai, India

MHETRE Vinay Indian, 25

3 ½ years in Business Intelligence for a healthcare technology service provider
6 months as a Sports Content Writer



Work Experience

Senior Software Engineer, Citius Tech, Mumbai, India

- Led a team to set up a framework for projects worth \$5 million
- Developed and strategised product certifications to conform to emerging standards around healthcare
- Improved data load efficiency by 700%
- Designed and developed financial models for use by hospitals to bring efficiency in the claim settlement process
- Internally published research papers for the organisation
- Led a team to produce proof of concepts for prospective clients
- Conducted training for employees and led webinars on latest healthcare standards and technologies

Sports Content Writer, Sportz Interactive, Mumbai, India

- Developed company's marketing strategy
- Analysed and wrote cricket match previews and reviews
- Designed and developed a fantasy cricket game

Associate System Engineer, IBM, Bangalore, India

- Contributed to the success of the Enterprise Application Modernization team
- Responsible for data migration and server consolidation
- Involved in requirement analysis gathering and knowledge transition sessions with colleagues in the USA and Brazil

Sports Achievements

- Founder and team manager of Citius Tech's corporate cricket team
- Competed in Football and Cricket at University level

Sports

Football, Cricket, Volleyball, Table Tennis



Languages

English
Hindi



MISHRA Saurabh

Indian, 26

3 ½ years as a Quality Assurance Analyst and Product Demonstrator at Accenture

3 years as a College Sports Coordinator

6 months internship as an Industrial Visit and Sports Event Organiser

Bachelor of Engineering, Information Technology, University of Mumbai, India



Languages

English
Hindi

Work Experience

Software Engineering Analyst, Accenture, India and United Kingdom

- Worked as a Functional Quality Assurance analyst for multiple software releases
- Coordinated and presented in client review calls and delivered detailed release progress reports to management
- Reviewed and consolidated functional documents before distribution to team and for client approval
- Co-headed onsite execution work in the UK for six months
- Interacted with multiple vendors (IBM, HP and ATOS) from India and the UK; and coordinated with various teams within the project
- Led a team of five to deliver high quality deliverables, including effective product demonstrations and training for UK client

Intern, Edutrotters Pvt. Ltd., India

- Organised industrial visits for visiting fortune 500 companies
- Played an integral role in organising and coordinating the Youth Champions League 2012 held in Goa, India

College Sports Coordinator, University of Mumbai, Mumbai, India

- Managed sports festivals as well as interactions with participating colleges from across the country

Sport Achievements

- Contingent leader for the college at State level tournaments
- Led the college cricket team for three years, winning four inter-collegiate tournaments
- Elected as Sports Secretary for coordinating college sports activities

Sports

Cricket, Football, Volleyball, Swimming, Badminton, Tennis, Cycling, Table Tennis

Master of Advanced Studies in Museology and Cultural Heritage, Universities of Geneva and Lausanne, Switzerland

Master of Arts (English, French, Art History), University of Geneva, Switzerland

MORIYAMA SWAN Cristina

Brazil, 40

3 years' international experience in Marketing and Event Management

6 years as an Interpreter and Team Guide for the Montreux Volleymasters

1 year's experience in museum scientific research

3 years' in data management in the pharmaceutical industry



Work Experience

Marketing Administrator, Castolin Eutectic Global Marketing, Switzerland

- Organised international congresses and corporate events
- Managed trade fairs worldwide: stand conception, collaboration with architects, logistic support and on-site management
- Implemented standardised booth systems based on "pop-up" exhibition kit
- Coordinated global production of printed marketing material and new digital media for tablets
- Created advertisements for specialised industrial magazines and websites
- Prepared reports and budgets

Interpreter and Team Guide for USA, Brazil, Russia, Montreux Volleymasters

- Managed teams' logistics and coordination with Organising Committee

- Interpreted during interviews and press conferences with international media

Inventory Manager, Geneva Museum of Art and History, Geneva, Switzerland

- Conducted scientific inventory and wrote a catalogue of the museum's donations
- Documented museum's collection, assisted curators with exhibition organisation, documentation, conservation and communication

Data Manager, HPM Healthcare Project Management, Geneva, Switzerland

- Managed clinical data management system
- Collected data, generated CIOMS report, processed case report forms using MedDRA and WHO Drug coding

Sports

Volleyball (Indoor and Beach), Athletics, Gymnastics, Golf, Rugby, Football



Languages

English
French
Portuguese
German
Spanish
Italian
Russian



MURAUER Johanna

German, 22

6 months as Intern in Sports & Event Management, Customer Service and Operations in the golf industry

Bachelor of Science (Honours) in Applied Golf Management Studies, The University of Birmingham, Birmingham, UK



Languages

German
English
French

Work Experience

Intern, Golf Club Munich Eichenried, Germany

- Successfully organised golf tournaments and events for the club, involving close cooperation with clients and sponsors
- Organised sport and golf operations, including overseeing the smooth running of golf reservations and play, which helped to ensure customer satisfaction onsite
- Used the club administration software, PC Caddie, to organise green fees and timetable
- Handled day-to-day business activities in the sport office and provided member and customer service at reception
- Assisted golf professionals with junior training

Assistant, 2013 BMW International Open and the 2013 and 2014 'BMW Golf Cup International' Landesfinale, CAA Sports pgm GmbH, Munich, Germany

- Supported European Tour players at the players' information desk
- Acted as one of the onsite contacts for competitors

Intern, Schuster & Lubenau GbR, Munich, Germany

- Coached young clientele in golf
- Coordinated administrative tasks including website support
- Assisted with golf clinics and events for corporate clients

Sport Achievements

- Golf Handicap 4
- Level 2 Golf Coaching Certificate
- Eligible to full PGA-membership after fulfilling further playing requirements
- Ranked #5 at the 2014 Interclub championships A1, Switzerland
- Playing in the 2nd Bundesliga, Germany

Sports

Golf, Skiing, Hiking, Swimming, Dancing

Bachelor in Communication and Marketing,
Methodist University of São Paulo, São Paulo,
Brazil

Master in Financial Economics, Getúlio Vargas
Foundation, São Paulo, Brazil

NETO Georges

Brazilian, 28

9 years in Marketing, Planning,
Sales and Customer Service in
the FMCG industry



Work Experience

Market Planner, Procter&Gamble, Brazil

- Planned P&G's beauty care business, achieving marketing, sales, finance and supply chain targets
- Coordinated sales, supply chain relationships and product launches
- Conducted market analysis, including market share, pricing, sales growth and profit forecasts
- Launched the Old Spice brand, relaunched Gillette deodorants and revamped the Head&Shoulders brand in the Brazil market
- Planned market share leadership for the brand, Pantene

Customer Service Department Leader, Procter&Gamble, Brazil

- Led a 20-person team servicing P&G's customers to ensure on-time product shipments
- Contributed to a 25% sales growth in Brazil without staff increase

Account Manager, Procter&Gamble, Brazil

- Managed three P&G's key accounts for national retailers
- Coordinated all sales processes, from price negotiations all the way through to shipment
- Managed funds used for trade investments
- Designed short and long term joint business planning

Account Manager, American Chamber of Commerce (AMCHAM), Brazil

- Formed a business network between associated companies
- Generated loyalty to associated companies through products and services trials
- Attracted new companies to join the AMCHAM
- Secured event sponsorship and advertising for the corporate magazine

Sports

Soccer, Basketball, Tennis, Bodybuilding, Running



Languages

English
Portuguese
Spanish



O'SHEA Annie

Canadian, American, Irish, 25

- 1 year of Sport TV Production experience
- 2 years of TV Advertising Sales, Finance and Administration experience
- 4 years of Swim Coaching experience

Bachelor of Arts in History and French,
College of the Holy Cross, Worcester,
Massachusetts, USA



Language
English

Work Experience

Operations Assistant, 2014 Women's World Team Squash Championship, Ottawa, Canada

- Produced all championship ceremonies including opening, medal and closing ceremonies
- Scripted promotional and marketing announcements, provided relevant results, and prepared 20 team biographies for the master of ceremonies
- Supervised daily operational protocols
- Designed and drafted the championship programme that included team profiles and ad placements
- Coordinated outreach to national and local press outlets and foreign dignitaries

Researcher, Football Night in America, NBC Sports, New York, USA

- Prepared pre-game packages used by research staff that included: rosters, player and team statics and pronunciation guides
- Verified factual accuracy of on-air broadcasters' scripts

Revenue Operations Manager, Simulmedia, New York, USA

- Responsible for lead development, CRM management, cold calling, conference management and event coordination for a national sales team

Assistant Head Coach, Mohican Swim Club, Washington D.C., USA

- Managed ten assistant coaches and instructed more than 150 children in a seasonal competitive swim league for four years

Sport Achievements

- Captain of College of the Holy Cross Swim Team, NCAA Division I
- 2-time School Record Holder at College of the Holy Cross

Sports

Swimming, Running, American Football, Rugby and attempting to either cycle or hit a squash ball

Bachelor of Social Sciences (Honours) in
Communication, Hong Kong Baptist University,
Hong Kong, China

QIU Cindy
Chinese, 28

5 years' experience in Auditing,
Financial Analysis and Reporting
in the financial industry



Work Experience

Associate, BOC International, Hong Kong

- Coordinated with staff to monitor the operation of trading activities
- Successfully facilitated the launch of new products
- Participated in a system upgrade project and liaised with the IT department to integrate the work flow
- Liaised with internal and external auditors to review the internal work process and designed and executed mitigation plans to strengthen internal controls
- Managed all finance and accounting functions including month-end closing, credit control and financial reporting

Assistant Manager, KPMG China, Hong Kong

- Planned the audit engagement of large financial institutions, including budgeting, staffing and workflow design in order to facilitate the smooth execution of the audit
- Led the audit engagement team of three individuals during field work, managed the overall progress, and negotiated the time schedule with clients and external experts
- Coached junior team members and investigated any audit issues identified by junior team members and presented solutions to senior management

Sports

Archery, Swimming, Tennis, Badminton, Windsurfing, Dragon Boat Racing



Languages

English
Mandarin
Cantonese



RALL Fabrice

Swiss, French, 36

7 years as a Financial Officer in asset classes such as Derivatives securities (fixed income & equities), Currencies, and as an Executive Trader on Mutual Funds & Hedge Funds
3 years as a Financial Analyst on Trade Commodities in the energy industry

Master of Science, HEC Geneva,
Geneva, Switzerland



Languages

English
French
German

Work Experience

Derivatives Officer, Pictet Asset Management SA, Geneva, Switzerland

- Secured the validation of financial operations and accounting processes, tested and implemented operational risk management tools
- Worked closely with products line managers on developing and executing transactions respecting the markets regulations and cash requirements
- Handled subscription and redemption orders for investment and hedge funds at best prices conditions
- Disseminated interpreted research, analysed historical data intended to provide technical consistency in trading process and met expectations of cash and compliance units
- Monitored risk analysis and assessment process when introducing new activities or products, created and maintained price verification policies, and revised and updated legal documentation
- Provided training for team members

Financial Analyst, Total Oil Trading SA, Geneva, Switzerland

- Advised business lines of tangible risks and other technical indicators which may be important turning points in markets
- Identified key risk controls of contractual management that may affect the company and discussed the concerns about exposure taken with traders and the credit team
- Initiated cooperation with different units to shorten processing cycles and increase flexibility and robustness in terms of accounting, settlement and data integrity
- Articulated policies and commercial clauses in line with the status of all clients and counterparties, keeping the organisation abreast of any changes

Sport Achievements

- Ironman finisher, Barcelona (2013)
- Bike trainer with the Triathlon Club Geneva
- Ice Hockey referee for the Swiss Ice Hockey Regio League
- Ski Monitor (ski-club Villars)

Sports

Triathlon, Ice Hockey, Ski, Tennis, Squash, Football

Master of Engineering - Energy, Anna University, Chennai, India

Bachelor of Engineering - Mechanical, Anna University, Chennai, India

RAMESH Rohit

Indian, 25

2 years as a Consultant in Energy and Sustainability Service, including advising Indian and multinational companies on their sustainability agenda of governance structures, material issues, stakeholder engagement and reporting



Work Experience

Sustainability Manager, Indian Centre for CSR, Mumbai, India

- Carried out an ISO 26000 execution project on Road Transport Authority with The CSR Company, Austria
- Supported and contributed to the team in developing technical skills in Environmental Sustainability
- Prepared a proposal tender for a green energy fund project for Green Growth Fund, Belgium along with The CSR Company, Austria

Associate Consultant, Ernst & Young LLP, Chennai, India

- Extended full support and contribution in new areas of business: baseline energy efficiency, energy strategy, strategic assessment of power sale, renewable energy advisory, and power purchase strategies etc.
- Estimated greenhouse gas abatement potential and financial viability assessment, including revenue from carbon funds

- Interacted directly with client's top level management throughout all stages of the project cycle
- Streamlined the internal project work flow by establishing robust documentation, including excel models for calculation and documented work steps, which reduced the project cycle time by 50%
- Responsible for 14 projects in the renewable energy sector
- Proactively sought new business opportunities as well as responded to requests for proposals

Sport Achievements

- Organised a marathon (3kms & 5kms) for Autistic children
- Represented Tamil Nadu State in Boys Tennis singles tournaments (2002-2004)

Sports

Tennis, Badminton, Table Tennis, Cricket, Running



Language
English



RICHARDSON Scott

South African, British, 43

7 years experience in Sport Management, Administration and Development of Athlete Pathway Models and Structures

4 years working in Professional Sport Management

3 years in Sport Injury Rehabilitation

Bachelor of Science in Medicine (Honors) - Exercise Science (Biokinetics), University of Cape Town, South Africa

Bachelor of Arts (Human Movement Science), University of Stellenbosch, South Africa



Languages

English
Afrikaans

Work Experience

Deputy Project Manager - Qatar Athlete Development Pathway Project, Qatar Olympic Committee (Kun Riyadi)

- Developed national athlete development pathways for 30 sport federations
- Developed national framework for sport with disability
- Implemented national athlete management system
- Created, designed and delivered brand identity for the Qatar Athlete Development Pathway

Performance Pathway Manager, Aspire Academy for Sports Excellence, Doha, Qatar

- Developed strategic and annual operational plans for Academy Sport Department
- Led the implementation of the Athlete Management System across sport, sport science and medicine
- Managed and coordinated sport department annual training camp plans, budget and logistics

Team Manager, Microsoft Professional Cycling Team, Johannesburg, South Africa

- Managed strategy and logistics of men, women and youth development teams
- Coordinated budgets and sponsorships
- Managed a team of operational staff

Sport Injury Management (Biokineticist), Vincent Pallotti Hospital, Cape Town, South Africa

- Prepared and delivered high performance rehabilitation programmes for provincial athletes return to sport

Sport Achievements

- Olympic Games Athlete, Barcelona 1992, Road Cycling
- World Mountain Bike Championships XC, 1992, 1994 & 1995
- Ironman South Africa - 2000/1

Sports

Cycling, Mountain biking, Alpine Winter Sports, Golf, Rugby

Bachelor of Science (Aerospace Engineering)
(Honor Roll), Embry-Riddle Aeronautical
University, Florida, USA

Minor Course of Study (Applied Mathematics)
(Honor Roll), Embry-Riddle Aeronautical
University, Florida, USA

RICO JIMENEZ Marga **Spanish, 3 I**

5 years in Engineering Support and
Management in the Aeronautical industry
11 years' experience as an Alpine Ski Instructor
1 year as an Executive Board Member for the
FST triathlon team



Work Experience

**Aeronautical Engineer (Spanish Air Force Engineering
Subdirectorate), Indra Company, Madrid, Spain**

- *Delivered engineering support to the Spanish Air Force transport fleet comprising of a Boeing B707 and Airbus A310 for Heads of State and Spanish Presidency*
- *Managed, optimised and adapted the maintenance plans of these fleets to the needs of clients*

**Aeronautical Project Development Engineer (Services
and Logistics Department), Indra Company, Madrid, Spain**

- *Developed and followed-up on aircraft maintenance projects*
- *Identified upgrades to fleets and new business opportunities*

Field Support Engineer, UAV Navigation, Madrid, Spain

- *Managed airworthiness approvals for Unmanned Aerial Vehicles (UAVs)*
- *Led and coordinated the UAV demonstrations for potential customers and product development*
- *Deputised for the COO in his absence*

**Co-Op Service and Structural Engineer, Continental
Airlines, Houston & Orlando, USA**

- *Provided engineering support for the Boeing 737 and 757 fleet, particularly within the structures department*
- *Approved the airworthiness of the fleet*

Sport Achievements

- *Embry – Riddle Aeronautical University Athletic – Academic Scholarship (Tennis) (2006 - 2009)*
- *ITA Scholar Athlete (2007)*
- *Florida Sun Conference Academic All-Conference: Player of the week twice (2007 & 2008)*
- *Spanish National Triathlon Championship (2013 & 2014)*
- *Alpine Ski Instructor (Level 1)*
- *Part of Madrid High Performance Athletes Programme in Tennis (2002 - 2006)*

Sports

Triathlon, Alpine Ski, Surf, Yoga, Tennis



Languages

Spanish
English



SAIDI Tarek

Lebanese, British, 29

A total of 6 years experience working across the Middle East and North African markets, including:

3 years in the Food and Beverage industry

2 years as a Communication Executive in advertising

1 year in the FMCG industry

7 years involvement in the sports industry in Lebanon, Canada and the UAE

Bachelors in Commerce (Marketing), John Molson School of Business, Concordia University, Montreal, Canada



Languages

English
French
Arabic

Work Experience

Nescafé Brand Manager, Nestlé, Dubai

- Achieved target 2014 category sales of USD\$ 36 million
- Successfully implemented a regional marketing calendar; generating a sales uplift of 30%
- Created new markets for a number of beverages, including Nescafé Arabiana – the first ever instant Arabic Coffee

Pizza Hut Brand Manager, Yum! Food group, Dubai

- Maintained franchisee relationship, including supporting marketing activities, managing menu and pricing
- Increased digital fan base from 15,000 fans to over 3 million, ranking in the top 10 social media brands in the GCC
- Researched, conceptualised, developed and introduced the 'Cheese Burger Crown Crust Pizza' and 'Kit Kat™ Pops' which became a global craze during the 2010 FIFA World Cup
- Awarded Brand Builder Award-Social Media Expert

Communication Executive – Emirates Airlines & Phillip Morris accounts, Leo Burnett Group, Dubai

- Led, developed and executed award-winning global "Meet Dubai" integrated campaign
- Created, delivered and won creative pitches for NIKE's activities at the 2010 FIFA World Cup and Snickers' branding efforts amongst UAE volleyball fans

Marketing Coordinator, FC Barcelona Penya, Dubai

- Developed strategy to acquire new fans and recruit new members
- Coordinated fan events, including meet and greets

Sports Achievements

- Cycling 4 Ghaza Charity – 420km over 3 days collectively raising \$315K
- Trekking for Charity - Anapurna Base Camp
- Coast to Coast challenge UAE – raising awareness for Men's health

Sports

Football, Basketball, Endurance Cycling, Rowing, Yoga

Bachelor of Science, degree in Telecommunications,
Major in Networking and Information Technology,
HEIG-VD (Haute Ecole d'Ingénieur et de Gestion
du Canton de Vaud), Yverdon, Switzerland

TEBOULBI Kerim

Swiss, Tunisian, 29

7 years of information management and
technology experience at UN agencies and
private sector with stakeholders across the globe
10 years as Co-manager of first online Tunisian
Football website



Work Experience

Project Engineer, Fastcom-Technologies, Lausanne, Switzerland

- *Outlined the processes for securing data*
- *Defined all use cases of the tests in a software*
- *Worked with major clients including Nagravision, Swiss banks and an international private broadcaster*

IT Consultant, UN agencies (ITU, UNCTAD), Geneva, Switzerland

- *Supported the delivery of mobile application for Ebola, which included development, technical design, user experience, testing and launch*
- *Led the development of the ICT-Eye project involving contact management, data collection, survey data validation and analysis and data dissemination*

- *Reengineered and automated business processes to assist collecting and reporting data*

- *Provided support and training to internal business users*

Administrator, www.tunisie-foot.com, Lausanne, Switzerland

- *Attended the 2006 FIFA World Cup in Germany as an accredited journalist*
- *Reported on news, stats, photos and multimedia for two World Cups, seven African Cups and local championships*
- *Managed a team of 20 responsible for the editorial content of the website and forum discussion moderation*

Sports

Football, Handball, Basketball, Swimming, Tennis, Formula 1



Languages

English
French



THILO Anne-Sophie

Swiss, 27

13 years' experience as a Professional Athlete and 2008 Olympian

6 years in sports communication, sponsorship and management

3 years' experience as a Sailing Coach

7 years volunteering for sports associations

Master Degree in Media and Communication Sciences, Geneva University, Geneva, Switzerland

Bachelor Degree in Communication Sciences, Distance University of Québec (Téluq)/ Québec University in Montréal (UQAM), Montréal, Canada



Languages

French
English
German
Spanish

Work Experience

Olympian, Sailing

- Managed personal Olympic campaign, including securing sponsorship, media relations and developing personal brand

Communication Director, Special Figures SA, Saxon

- Responsible for all public and media relations, communication strategies, sponsorship and event organisation
- Organised "Ice Legends", the first ice skating show of Stéphane Lambiel, over a period of 5-short months which featured 18 artists and attracted 4,000 spectators and 15 sponsors

Olympians responsible for IOC spaces, Sports Department, International Olympic Committee, Lausanne

- Managed and maintained close relationships with Olympic athletes
- Promoted IOC athletes programmes and the athletes commission election

Executive Committee Member, Les Amis de Cookie Association, Lausanne

- Led the communication and sponsorship activities for the Association

- Provided financial and career support to young athletes

Intern, Communications Department, International Olympic Committee, Lausanne

- Coordinated and managed the social media development for the Olympic Athletes' Hub

Sports Achievements

- First Swiss 470 women team to participate at the Olympic Games
- 470 Beijing Olympics (2008), 470 Vice European Champion, Italy (2008), 5th place 470 ISAF World Sailing Games, Austria (2006)
- Member of the Swiss Sailing Team for 13 years
- Coach and consultant to the 420 Team at an international level
- Executive Committee Member of the Swiss Disabled Sailing Team and coach for IFDS World Championships

Sports

Sailing, Skiing, Climbing, Surfing, Biking

Bachelor of Arts, Accounting and Economics, The Hebrew University of Jerusalem, Israel

TITO Amir

Israeli, German, 30

1 ½ years as a Senior Manager for Maccabi Israel Sports Organization

2 years' experience in Events Planning and Management, Marketing, Branding, Consulting and leading national projects in the sports industry



Work Experience

Manager - Football & Basketball Department, Maccabi Israel Sport Organisation, Ramat-Gan, Israel

- Provided managerial and administrative support and guidance to 180 Football and Basketball organisations
- Consulted with sport organisations on financial and legal issues and provided advice on working with Ministries, the Israeli Parliament and Government authorities
- Implemented sports-related political processes, including the sports associations managements' elections and active participation in law establishments
- Advised the Israeli Basketball Association on youth athlete policy, tenders, financial planning, working with governmental bodies and international operations
- Established a comprehensive database and tools that allowed supervision and regulation of funding allocation
- Analysed and monitored the budget of 180 sports associations
- Recruited delegations for worldwide sporting events

Coordinator - Women's Professional Department, Israel Basketball Association, Tel-Aviv, Israel

- Managed the women's national team, youth teams, the Youth Academy for girls and the Olympic project
- Led the coordination of international competition and games
- Responsible for the coordination of the teams' flights and transportation, equipment, scheduling, accommodation, hospitality and security
- Implemented international scouting system and identified and naturalised athletes for the national teams

Sport Achievements

- 3 years as a Basketball coach
- Head of delegation for Israel's women's national basketball team (2013)
- Established a lower league basketball team
- Competed in youth basketball for 10 years

Sports

Basketball, Football, Tennis, Diving, Krav-Maga, Body Building



Languages

English
Hebrew



VENDRELL Ignasi

Spanish, 27

3 years in Market Research/Analysis, Account Management, Product Development and Marketing/Sales strategy

5 years' experience in sport business development and event management

10 years as a Swimming Coach

Bachelor of Business Administration & Management, Rovira i Virgili University, Tarragona, Spain

Master of Arts in Education & Teacher Training, Rovira i Virgili University, Tarragona, Spain



Languages

English
Spanish
Catalan

Work Experience

Market Analyst, Maystar, Tarragona, Spain

- Led the business development for the European market
- Developed in-depth market knowledge and expertise of each area/region
- Created local business plans, including strategies to prospect, motivate and maintain customer loyalty

Sport Business Development, Tarraco Swimming Club, Tarragona, Spain

- Developed new sport strategies, including an apprenticeship programme for young swimmers
- Planned and organised athletes' registration and security at national events and championships

Assistant Product Manager, Bic Graphic Europe, Spain

- Conducted competitor analysis and produced benchmarking reports
- Managed sales forecast and reported the annual results
- Successfully launched a new product line for the European Market
- Led new product introduction and sales training

Section Manager, Decathlon, Spain

- Responsible for the profit and loss account of the section
- Developed new strategies which increased sales by 10% over the last peak season
- Recruited, trained and managed the sales team

Swimming Coach & Teams Coordinator, Tarraco Swimming Club, Tarragona, Spain

- Developed training programmes for different age groups

Sport Achievements

- 6 years Catalan-AC Lifesaving Team member
- Catalan Regional Junior Swimming Champion (2002-2006)
- Spanish Lifesaving Champion (2004-2010)
- 1st & 3rd place, European Lifesaving Championships (2005 & 2007 respectively)
- 2nd place, World Lifesaving Championships (2006)

Sports

Swimming, Lifesaving, Surfing, Water Polo, Skiing, Football, Tennis

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