International Academy
of Sports Science and Technology

Master of Advanced Studies in Sport Administration and Technology

E-Mail: info@aists.org
Telephone: +41 21 693 8593
Fax: +41 21 693 8594
www.aists.org

Address: EPFL PSE-C
CH - 1015 Lausanne
VD Switzerland
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.

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. 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 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 2008 participants:

• Contact them through the AISTS
  E-mail: msa@aists.org
  Phone: +41 (0)21 693 8593
  www.aists.org

• Meet them at the graduation ceremony on Dec. 14th, 2008

• Meet them at other AISTS events (information on www.aists.org)

Lausanne Olympic Capital

AISTS - International Academy of Sports Science and Technology

The AISTS has been a centre of education, research and technology transfer since 2000 and is founded by the International Olympic Committee (IOC), the Ecole Polytechnique Fédérale de Lausanne (EPFL), the University of Lausanne, the University of Geneva, the Swiss Graduate School of Public Administration (IDHEAP), IMD Business School, HES Valais, the City of Lausanne, and the Canton of Vaud. The AISTS has a unique network of multi-field expertise. Its mission is to develop and apply knowledge to the study of sports with a multi-disciplinary approach. Its activities are built on the following three pillars: continuing education, postgraduate education and research. Additionally, the AISTS supports sport innovation, technology transfer and business development.

Prof. Jan-Anders Månson
President AISTS

Dr. Claude Stricker
Executive Director AISTS
AHUJA GURDEEP SINGH
Indian, 26 years
English, Hindi, Punjabi, French (B)

4 years experience in Human Resources department with an IT company, spearheading the functions of policy making, employment legislation, recruitment, employee engagement and training

Manager Human Resources, FinEng Solutions Pvt Ltd, Mumbai India
• Involved in setting up HR function from ground up, developing induction training programmes for Business Analysts, Quality Analysts and Software Programmers
• Designated as Account Manager - Recruitments, for HSBC Global Tech Solutions
• Active employee engagement through perception surveys, qualitative feedback and participation over intranet

Intern Transworld Group of Companies, Mumbai India
Performance Appraisal Project
• Participated in performance data collection from employees across all branches within India and creating pen picture of the situation within the branch
• Analysed training needs of each person within the branch amid various departments and reported anomalies

Sport: Mountaineering, Mountain Bicycling, Cricket, Running.

AMMANN LUKAS
Swiss, 26 years
German, English, French (G)

2 years work experience in several different areas

Fitness Instructor at Forum Sports club Basel, Switzerland
• Supervision and support of the clients
• Draw up training programmes and test exercises
• Give general support to the clubs activities and look after the correct handling of the training equipment

Customer Consulting at Meli & Partner AG, Zurich, Switzerland
• Head hunting especially in the field of banking and insurance
• Assistant to the CEO

Intern, Clinic Gut St. Moritz, Specialists for Orthopaedics and Sports medicine, St. Moritz, Switzerland
• Gaining insight in the operating theatre, emergency room and the ward
• Involved in the post operation phases of the patient treatments where the goal is to reactivates the patient as quick as possible

Sport: Football, Snowboarding, Rowing

BOHLI RAPHAËL
Swiss, 28 years
German, English, French (G)

3 years experience in external audit mainly in the manufacturing industry

Consulting project related to internal control documentation

Rödl & Partner Birmingham, Alabama, USA
• Financial statement audits, mainly German and Korean manufacture clients
• Benefit plan audits, mainly 401K
• Consulting project related to internal control documentation

UBS Switzerland (4 summer internships)
• Preparing of daily portfolios for clients
• Executed supervised stock transactions and money transfers
• Executed the opening and closing of accounts
• Participated in client assessment meeting accompanied by client advisor

Sport: Tennis, football, ski, hockey

BOUSIGUE AMANDINE
French, 22 years
French, English, Italian (G), Mandarin (B)

Professional and volunteer experience coupled with an academic background in the use of sports as a tool for social and economic development

Development Intern, United Nations Office of Sport for Development and Peace, NYC, USA
• Strengthened existing partnerships: 2010 World Cup Organisation Committee, CONFEJES, African Union, etc. Launched world-wide campaigns and designed the project for the creation of a pan-African youth foundation

USA Development Ambassador, Sport Without Borders, France/USA
• Elaborated a plan to target potential donors and advised the NGO on the feasibility of its extension in the USA

Development Intern, Peaceplayers International, Washington DC, USA
• Conducted research on potential donors and provided technical assistance to other sporting NGOs

European Hobie 16 Championship Coordinator’s Assistant, French Sailing School
• Sport: Track & Field, Windsurfing, Ski

Language skill level: no indication = fluent, G = good, B = beginner
BUENO CARVAJAL PAOLA
Colombian, 32 years
Spanish, French, English (G)

10 years experience in roller speed skating and fitness teacher.
Sports Teacher, Lycée Français de Pereira, Colombia
- Initiation in roller skating improving the children’s physical skills
- Preparation for the young athletes to participate in competitions, regional level
- Planning of little tournaments and exchanges with other skating academies
Sport Coordinator of the CAOS roller speed skating club, Pereira, Colombia
- Delegated for representing the little skaters when they went out for performance
- Workshops and clinics for better technical and physical timing
- Technical assistance in little championship
Fitness Instructor and Personal Trainer, Gamma Gymnasium, Pereira, Colombia
- Teach aerobic and spinning classes
- Private trainings for special cases
Sport: Roller Speed Skating (National level 1988-1993), Latin Dance, Indoor Cycling

CHIANG JOYCE
Canadian, 25 years
English, Mandarin, French (B)

Bachelor of Arts in Communications, Simon Fraser University, Canada

5+ years experience in planning and managing sports tournaments and events; including 1.5 years in sports management
National Programme Manager, Triathlon Canada, Toronto Canada
- Coordinated 800+ National Age Group Team athletes travelling and competing at 4 various World Championships
- Oversaw all administration of National Head Office
- Managed Triathlon Canada Event Calendar and Special Events
- National Elite Team CCES coordinator
- Managed summer internship students
Production Coordinator, 2006 Special Olympics Canada Opening Ceremonies, Brandon, Canada
- Draft and coordinate production schedule, travel itinerary, contact list
- Communicate & liaise between Dome Productions, TSN, Special Olympics Canada, Host City, & Production Team
Sport: Triathlon (Canadian National Age Group Team), Snowboarding, Hockey, Basketball

COHEN BENJAMIN
Swiss, 25 years
French, English, German (G), Spanish (B)

Master of Law (with high distinction), University of Fribourg, Switzerland
Specialisation in Sports Law, University of Neuchâtel, Switzerland
One Year Scholarship University of Durham, United Kingdom
Bachelor of Law, University of Fribourg, Switzerland

Strong knowledge in Sports Law, European Law, British Contract Law, International Contract Law and International Arbitration; Experience in international development through sport
Intern, United Nations, Office of Sport for Development and Peace, New York, USA
- Worked on developmental and ICT programmes using sport as a tool for international development and peace
Intern, Intermandat SA, Lausanne, Switzerland
- Advised clients mainly in Tax Law and Company Law
Assistant Coach and Manager, Nike Swiss Allstar Basketball Camp, Zofingen, Switzerland
- Coaching of >500 kids every year
Volunteer, Harvard World Model of United Nations, Geneva, Switzerland
- Help to the organisation of the event (>2000 persons)
Publications
- Paper on «The Specificity of Sport in European Law: The Example of the Selling of Broadcasting Rights».
Sport: Football, Basketball, Snowboard, Golf

DAFFLON XAVIER
Swiss, 25 years
French, German
Elite athlete experienced in sport management and sport event organisations
Intern, Assistant of national Coach Swiss Triathlon
- Planning of the 2008 Olympic season, Analysis and follow-up of results
- Development of employment contract
Member of the Financial Commission, City of Avry, Switzerland
Junior Research Analyst, Centre Info, Fribourg, Switzerland
- Review of the international press, looking for and analysing issues and controversies related to the domains of Corporate Social/Ethical/Environmental Responsibilities
Sport Accomplishments
- Athlete in the National MTB Team Scott - Pro Cycles, Category UCI: Elite National
- Cyclist of the year 2006 (Fribourg Cycling Federation)
2007 Champion of French-speaking Switzerland
- Member of the Junior (U18) Swiss Team (road) : 1999-2000
Volunteer for regional sporting events
Tour de Romandie (UCI Pro Tour), Grand Prix La Liberte, Corrida Bulloise...
Sport: Cycling (MTB+Road), Triathlon, Ski/Snowboard, Alpinism,

DANICS DÓRA
Hungarian, 35 years
Hungarian, Norwegian, English, German (G), French (B)

CEMS Master in International Management
MSc in Business Administration, Finance, Corvinus University, Budapest, Hungary

D-level finance professional with 10-years experience in Corporate Finance, Controlling and Project Management in the telecom industry and consulting
Senior business controller, telenergic, Norway
- Business performance and financial management of strategic sales accounts
- Bid pricing, benchmarking and competitive analysis
- Business development and M&A projects, license bidding
- Project management
- Financial modelling and market analysis for strategy process
- Financial reporting
Corporate finance consultant, Deloitte & Touche, Germany
- Financial and commercial due diligence and transaction support
Financial analyst, Procter & Gamble, Hungary
- Interested additionally in new ventures and innovation; strategic organisational development, change management & coaching.
Sport: Dance & step aerobics, Snowboarding & cross-country skiing, Swimming & diving, Trekking & climbing, Fencing

DELAPIERRE OLIVIER
Swiss and French, 32 years
French, English, German (G), Spanish (B)

Master in Political Sciences, University of Lausanne, Switzerland

8 years of experience in finance with a focus on accounting, controlling and finance analyses
Financial analyst and Controller, Dentsply Inc, world leader in dentistry, Yverdon, Switzerland
- Responsible for the reporting packages of the European Distribution Centre
- Senior accounting supervisor, member of the implementation team of the European Financial Shared Service Centre
- Focus on accounting, reporting, budgeting and monitoring of financial information flows
General accountant, CAP REIT, real estate company, Toronto, Canada
- Responsible for the reporting packages of the Quebec Portfolio
- Focus on accounting analyses, budgeting and implementation of new accounting policies
PricewaterhouseCoopers, Zurich, Lausanne and Geneva
- Auditing activities in the field of Insurance and Banking
Member of the organising committee of Athletissima, top 5 track & field meeting worldwide
- Member of the hospitality team, responsible for the sponsor welcoming village
- Assisted special projects (i.e. 30th anniversary, promotion events)
- Focus on logistics, hospitality, marketing, communication
Sport: Football, Running, Skiing, Rock Climbing

PUBLICATIONS

Language skill level: no indication = fluent, G = good, B = beginner
ELÇİ EFE CEM  
Turkish, 27 years  
English, Turkish, French (G), German (B)  
Bachelor in Computer Engineering, Eastern Mediterranean University North Cyprus  
2 years experience in business development management with focus on information technology, and in event organisation relating to exhibitions  
Business Development Manager, Energy Group of Companies, and Fairs Coordinator, Enerji Fuarçilik Organizasyon Ltd, Istanbul, Turkey  
As BDM:  
• Coordinating modernisation of IT infrastructure  
• Managing transition to a centralised management (client/server) system  
• Developing of operational processes aimed at increasing effectiveness and efficiency.  
As FC:  
• Coordinating the fair organisation company and delegating tasks to employees  
• Overseeing developments in sales, marketing and logistics in regards to company fairs  
• Meeting with international partner companies to pool resources for joint events  
Organisation Committee VP Registration, Turkish Professional Paintball League  
Responsible for marketing first international paintball event in Turkey to foreign teams and managed all relations with foreign teams from pre-arrival to departure.  
Sport: American football, professional paintball, rock climbing, scuba diving

FLORES MARTINEZ REYNA MARELY  
Mexican, 24 years  
Spanish, English, French (G), German (B)  
Bachelor in Marketing, Technological Institute of Superior Studies of Monterrey, Mexico  
Bachelor in Piano, Autonomous University of Zacatecas, Mexico  
3 years experience in administration and event management  
Student Affairs Coordinator, Technological Institute of Superior Studies of Monterrey, Mexico  
• Administration and organisation of 10 cultural workshops for students and final presentations, hiring professors, contact with media, budgeting proposal  
• Administration and organisation of community service projects, contact with institutions and satellite meetings with the partner university in the USA for knowledge transfer  
• University’s Delegate in national events taking care of the students needs.  
• Organisation of Recruitment sessions with potential employers on behalf of students and alumni; job opportunities web page operation.  
Zacatecas State Coordinator/National Council for Culture and Arts Mexico  
• Organisation and management of concerts in the State of Zacatecas incl. fundraising, financial control, marketing and communications activities and human resources management  
• Lecturer of Cultural Events Production and Management Seminar  
Sport: Football, Athletics

FREEMAN NICOLE  
Canadian, 22 years  
English  
Bachelor of Human Kinesics, specializing in Leisure and Sports Management with a minor in Commerce at the University of British Columbia, Vancouver, Canada  
Varied work experience in the recreational sport industry with a focus on event and volunteer management.  
UBC REC Intramurals Organisation, Vancouver, Canada  
• 140 volunteers providing recreation and sports activities for over 20,000 participants at UBC.  
• Held positions as Special Events Assistant Director, Public Relations Director and Staff Development Director over the course of three years.  
Richmond Youth Roller Hockey League Commissioner, Richmond, Canada  
• Oversaw a 250-participant youth hockey league under the supervision of the City of Richmond.  
• Hired a staff of four students to manage equipment and daily activities in addition to being individually responsible for the league marketing, registration, schedule and a $25,000 budget  
SportFit Challenge Programme Administrator, 2010 LegaciesNow, Vancouver, Canada  
• I assisted SportFit managers in providing a demonstration booth at the Pacific National Exhibition for 14 days to, in order to promote health and exercise among Canada’s youth.  
• The SportFit team offered fitness testing and suggestions for suitable Olympic sporting activities to children aged 5 to 18, averaging 350 participants every day during the exhibition.  
Sport: Football, Volleyball

KELLER ALEXANDER  
Swiss, 34 years  
German, English (G)  
Master of Physical Education, ETH Zurich, Switzerland  
Supplementary Studies in Training and Coaching (TUC), ETH Zurich, Switzerland  
Several years of experience as Physical Trainer, Teacher for Physical Training at the academic high schools, Coach and Personal Trainer  
Project leader for the TALENT EYE programme, Sports Department Zurich, Switzerland  
• General organisation and administration, successful launch of TALENT EYE  
• Build up of network with 18 different sport institutions  
• Close cooperation with ETH Zurich and Swiss Olympic Talents  
• Introduction of TALENT EYE into the Sports Department Zurich as a working branch  
Manager and co-founder (http://www.proodos.ch), proodos GmbH, Switzerland  
• Successful foundation of proodos GmbH, sporting- and event company  
• Development of individual training plans and personal training with customers  
• Advertising, accounting, correspondence  
Physical Trainer for premier league hockey club, EHC Winterthur, Switzerland  
• Realisation and periodisation of power- and endurance training  
• Coordination on/off-ice training and introducing active regeneration  
• Cooperation with Swiss Olympic Medical Centre and Track and Field Club Winterthur  
Sport: Ice Hockey, Mountain Biking, Tennis

KIM SOHSEE  
Korean, 31 years  
Korean, English  
Master of Science in Sport Management, Western Illinois University, USA  
10 year experience in short track speed skating / 7 year experience in Sport Administration  
As an athlete  
• 1994 Lillehammer Olympic Winter Games/Gold  
• 1995 & 1997 Winter Universiade Games/Silvers  
• 1995 & 1997 Winter Universiade Games/Silvers  
As a coach  
• The first female coach of the Korean national short track speed skating team  
Commission member, World Cup Short Track Speed Skating Management Commission, International Skating Union  
• Designed and managed operating system of short track events  
Member & Commission Member, Marketing Commission, Korean Olympic Committee  
• Advised on marketing plans of the Korean Olympic Committee  
Member & Team Manager, Olympic Village Planning, 2010 & 2014 PyeongChang Olympic Winter Games Bid Commission  
• Designed and organised the Olympic Village plan for PyeongChang’s bid  
Sport: Short Track Speed Skating, Long Track Speed Skating, In-line Roller Skating

Language skill level: no indication = fluent, G = good, B = beginner
KOSHY IRENE
Indian, 28 years
English (G), Hindi (G), Malayalam (G), Tamil, French (B)
Master in Economics, University of Madras, India
Diploma in Event Management, International Institute of Event Management, India
Qualifed and experienced Event Professional ardent on contributing towards proficient management and conduct of sports events.
Media Executive-ME & Project Coordinator – Events; Advert Worldwide, Doha, Qatar
• Efficient management and execution of Media Planning & Booking for Print Media in the Middle East Region
• Co-ordinate events & initiate the formation of an Event Division
Business Development Executive, Branch Head, Cochin; Impresario Event Marketing Company (P) Ltd., India
• Administer the account of Agency’s valued national clients
• Monitor, harmonise and lead a team of different departments to manage a choice of events including International Sports events in the best competent manner
• Plan, strategise & successfully attain the stipulated targets & goals for the branch
• Report to the top level management at Regional Headquarters
Voluntary Services; Kerala State Women’s Hockey Association, India
Sport: Field Hockey, Cricket

KUMAR ADITYA
Indian, 27 years
English, Hindi, French (B), Arabic (B)
Post Graduate Diploma in Broadcast Journalism from Indian Institute of Mass Delhi, India
Bachelors in History from Delhi University, India
4.5 years of experience as a sports journalist—exposure to print, broadcast and new media
Sports writer, The Indian Express, New Delhi (www.expressindia.com), India
• Sport-related reports, features and analyses (written); content selection; editing and page layout
• Reportage on major national-level football meets in India; covered sports at grassroots extensively; and athletics, hockey, and golf
• Reported on sport-linked tourism, with focus on infrastructure development projects
Correspondent, Oman Tribune, Muscat, Oman (www.omantribune.com)
• Exclusive reportage on sports medicine, doping and sporting practices
• Instrumental in the launch of the online edition of the newspaper
Assistant Producer, Asian News International, New Delhi (www.anin.com), India
• Co-produced a 15-minute news bulletin South Asia Newsline (SAN) aired in US and UK five-days a week; In-charge of ANI news-feed for Reuters TV world news service
Sport: Football, athletics and cricket

KRAUS MICHAEL
German / Taiwanese, 24 years
English, German, Mandarin (G), French (B)
Bachelor of Communication (Business), Bond University, Australia.
Bachelor of Sports Management Bond University, Australia.
Experienced in sport event management and operations with a deep knowledge of football and golf environment.
Intern, Event Management & Operations, World Sport Group, Singapore
• Focus on operations and event management for the tournament
• Involved in the planning, implementation, and execution of the event
• Main responsibilities included dealing with sponsors, contractors, and various other stakeholders
• Main tasks were to make various locations at the venue operational including the sponsor suites, media centre, players lounge, Asian Tour office, WSG office, security area, and volunteers area
• During the staging of the event I was responsible for managing and delegating a water team ensuring that players always had refreshments available
• Utilised my language skills to achieve goals and task more efficiently and effectively
Laguna National ASEAN Championship, Nov. 6 – 10, Laguna National G&CC.
Volvo Masters of Asia, Nov. 26 - Dec. 9, Thai Country Club, Bangkok.
Sport: Football, Golf, Tennis, Badminton

LEE WON JAE
Korean, 33 years
Korean, English
MBA, Korea University, Korea
Bachelor of Sport Science, Seoul National University, Korea
4 year experience in sport management with focus on marketing
Marketing Team, The Korean Olympic Committee, Seoul, Korea
• Sponsorship planning & sales of the Korean Olympic Team & the Korean Sports Festival
• Brand identity development of the Korean Olympic Committee
• Managing the IOC TOP Programme among the IOC, the Korean Olympic Committee and the TOP Partners’ branches in Korea
2014 Olympic Winter Games Bid Team, The Ministry of Culture & Tourism, Seoul, Korea
• Marketing planning of the candidate city (PyeongChang)
• Intelligence analysis of the IOC Members
3.5 year experience in Republic of Korea Navy as an officer
Sport: Handball, Taekwondo, Judo

KUEHNI SANDRA
Swiss, 33 years
German, English, French (G), Italian (B)
Bachelor in Urban Planning & Environmental, University of Utah, USA
5 years experience in managing corporate risk management systems and processes with focus on security and business continuity issues.
Junior, Risk Management, SBB, Bern, Switzerland
• Conducted risk assessments and workshops
• Supported and advised divisional risk officers
• Collected and analysed risk related information
• Wrote corporate risk reports
Intern, Transit Oriented Development, Utah Transit Authority, Salt Lake City, USA
• Calculated Park&Ride lot capacity
• Lead discussions with various entities about impact of UTA Trax
• Responsible for complaints regarding construction of light rail system
Volunteer, Winter Olympic Games 2002, Salt Lake City, USA
• Helped with accommodation of athletes and coaches
• Member, Student Speakers Bureau, Salt Lake City, USA
• Presented sports related themes to at-risk school children
Sport: Skiing, Running, Cycling, Squash

MAGKLI ELENI
Greek, 24 years
Greek, English, French (B)
Master in Sports Science and Physical Education, University of Athens, Greece
1 years experience as an assistant manager in public relations for leisure events, 2 years experience as a sports instructor and personal trainer in fitness centres and sports company, 7 years as a general manager of Magkli family assets (restaurants, construction company, apartments)
Assistant Manager in Stigma Productions leisure events
• Organising and managing leisure events and special parties for luxurious night clubs and big firms
• Developed cooperation and communication with clients
Sports instructor and personal trainer in Fitness Clubs and Sports Company
• Teaching, educating and assisting clients of various ages and backgrounds
• Educating, supervising and entertaining kids aged 6-12
General Manager of Magkli family assets
• 7 years of general managing restaurants and real estate (apartments, construction company) that needed an organised logistic system in order to work efficiently under pressure
Sport: Track and Field, Basketball, Football

Language skill level: no indication = fluent, G = good, B = beginner
MAHER CATHERINE
Canadian, 26 years
English, French, Spanish (G)

Bachelor of Science, Mount Allison University, Canada

3 years experience in customer service
Receptionist, Hospitality & Tourism, Residencia Ágora, Barcelona Spain

- Direct contact with the public and administrative duties
- Registered guests, prepared bills, handled payments
- Dealt with reservations/cancellations, special requests, complaints
- Allocated room and meal accommodations for groups
- Provided information about the surrounding area

Customer Service Coordinator, Transaction Processing Services, Global Payments Inc., Toronto Canada

- Optimised payment card and processing services for existing merchants
- Coordinated setup date, time and location of Point-of-Sale products
- Verified technical requirements and monitored status of orders
- Addressed clients’ questions/concerns about products and services

Sport: Football, Basketball, Volleyball, Hiking

MENON PRASHANT
Indian, 32 years
English, Hindi

Master in Business Administration, ENPC, Paris

Around 7 years experience in Marketing Communication, Strategic Branding & Advertising
Brand Services Director, LOWE WORLDWIDE, Mumbai, India

- Part of the team handling the Unilever portfolio
-ヘルメット the Lifebuoy India, business (Lifebuoy is arguably one of the largest toilet soap brands in the world. Market leader in India, has its footprint across Asia & Africa)
- Involved in conceptualising launch communication strategies.
- Implementing & executing through-the-line communication packages across various mediums including Mass media, Activations etc
- Evolved project management skills
- Cross Industry experience. Handled brands in FMCG, Service & Media sectors

Agencies worked in:
McCANN-ERICKSON INDIA, Dentsu Young & Rubicon, India, Bates India

Sport: Cricket

MERIDA VELAZQUEZ JOSE ALBERTO
Mexican, 29 years
Spanish, English, Catalan, German (B), French (B), Italian (B)

Attorney at Law, National Autonomous University of Mexico, Mexico; Postgraduate in Patents and Registration of Medicines, University of Barcelona, Spain; Master in Intellectual Property and Information Society, University of Alicante, Spain.

4 years experience in Intellectual Property Law

- Preparing oppositions, defences and appeals for trademarks and all the procedures before the National Office, Community Office and before the Court of First Instance of the European Communities
- Advising clients on registration of trademarks and IP rights, Negotiating agreements and drafting of licensing agreements
- Dealing with disputes in several countries
- Advising International Leading Companies of different sectors in enforcement of IP rights

Research Assistant, Law Researching Institute, International Law Department, National Autonomous University of Mexico, Mexico City

Research in Public International Law matters.

Sport: Football, Tennis, Racquetball, Cycling, Diving.

MIFSUD AIDAN
Maltese, 34 years
English, Maltese, Italian (G)

B. Sc. Physical Education, Sports Science & Recreation Management, Loughborough University, UK

Tennis Canada Club Professional 3

13 years as a teaching tennis professional, internationally, with growing involvement in club management.
Tennis Professional, The Boulevard Club, Toronto, Canada

- Solely responsible for development and management of junior programme
- Initiated and implemented new programmes for club members
- Involved in management of largest tennis tournament in Canada
- Created comprehensive business plan for The Boulevard Club

Director of Tennis, The Inn at Manitou, Canada

- Created daily/weekly seasonal tennis programme for resort guests
- Responsible for hiring, training and leadership of tennis staff
- Managed tennis department budget

Worked as a Tennis Professional in Malta and Australia.

Sport: Tennis, long-distance running

MOORE KATLYN
Canadian, 23 years
English, French (B)

Bachelor of Business Administration, Malaspina University-College, Nanaimo, Canada

Experience in Event Coordination and Programme Management at a Provincial Sport Organisation, Marketing Director, as well as athletic training and coaching
Event Coordinator/Programme Manager, Volleyball British Columbia (VBC), Burnaby, Canada

- Responsible for event coordination including ranking tournaments and Provincial Championships.
- Responsible for the increase in participation in youth volleyball, including those in under-represented groups (males and aboriginal athletes).

Marketing Director, International Education Department, Malaspina University-College, Nanaimo, Canada

- Created and implemented marketing plan to increase involvement

Athletic Training and Coaching
- Certified Volleyball coach, and in VBC’s Elite Coaching Development Programme
- Certified Athletic Trainer as fitness instructor, group trainer and strength and wellness advisor

Sport: Volleyball, Football, Ice Hockey

NAMASHIVAYA DR. ANURADHA
Indian 35 years
English, Hindi (G)

Bachelors of Dental surgery Bangalore university, India

8 years experience in consulting in fitness industry also worked to help setup new business in fitness and health industry. Actively involved in arranging dental camps.
Process Associate, M/s. GE Capital International Services, Hyderabad, USA & Bangalore

- Worked as a Process Associate & was a part of the pilot team which brought the process from USA to India in the domain of Health Insurance.

Project Manager, Fitness Department, Yashram lifestyles

- Worked in setting up business where the company is involved in development of over all health of mothers to be and mothers. Worked on hiring, marketing and planning programmes.

Freelance Fitness consultant and Dentist

- Organised dental camps for schools and NGO’s worked in setting up new programmes for health clubs also helping them in day to day business issues

Director of Triple-A India (American aerobics association)

- In charge for all the activities of the association in India. Been a part of selection committee for the team which took part in FitKid world championships in Malaysia.

Sport: Artistic Gymnastics, sports aerobics fitness competition

Language skill level: no indication = fluent, G = good, B = beginner
1 and 1/2 year experience in Communication and Marketing for the 18th Women’s Handball World Championship 2007, Toulon, France. 2 years experience in sales in major French sport retailer, Decathlon, Toulon France.

Communication and Marketing Coordinator for the 18th Women’s Handball WC 2007 (Toulon site)

• Involved in communicating on the event both internally (handball family) and externally (Press, TV, Radio) and using other sports to promote the event locally and to reach new spectators.

• Looking for local partnerships and sponsors.

• Involved in coordinating the volunteering programme and interprets’ Manager during the event.

• Involved in finding logistics solutions to ensure right welcome to the teams, the IHF and FFHB officials, the referees and to the spectators.

Sales experience in Decathlon, major French sport retailer

• A permanent part-time job involving sales, customer-care and stock management.

Sport: Orienteering, Volleyball, Tennis, Ski/Surf.

B.B.A., Bayar University (Economics/Finance), USA
J.D., University of Texas Austin; USA
LL.M., University of Houston Law Centre, USA (International Economic Law).

BA in Business and Commerce, Keio University Tokyo, Japan

English

Language skill level: no indication = fluent, G = good, B = beginner