AISTSM S A
CLASS OF 2011

aists
MASTERING SPORT
AISTS MSA

Master of Advanced Studies in Sport Administration and Technology

www.aists.org
Blending scientific knowledge with real world understanding to prepare participants for a successful career as future leaders in modern sport.

AISTS MSA – a unique postgraduate education programme in sport management held annually in Lausanne, the Olympic Capital. Participants are trained by academic and sport industry experts in multidisciplinary fields applied to sport.
Organized by the International Academy of Sports Science and Technology (AISTS) and supported by the following Swiss academic institutions who co-sign the degree: The Ecole Polytechnique Fédérale de Lausanne (EPFL), the University of Lausanne, the University of Geneva, the Swiss Graduate School of Public Administration (IDHEAP), the AISTS MSA is aimed at sports-minded professionals wishing to broaden their knowledge in sport administration. Candidates 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.

AISTS MSA participants come from a wide range of nationalities and professions, but they all have one common objective – to master sport.

Participants tackle the subjects of management, economics, technology, law, sociology and medicine as they relate to sport, through lectures, case studies, conferences, research papers and team projects, in addition to gaining real world experience through work requirements. Located in Lausanne, Switzerland, the AISTS MSA maintains strong links to the Olympic Movement, its federations, and its core values of excellence, friendship and respect.
AISTS MSA Work Experience Requirements
In addition to course requirements, candidates for the AISTS MSA degree must also complete at least the equivalent of eight weeks of full time work in the sports industry. Past participants have completed these requirements in the form of short term work or by securing full time jobs with organisations such as the International Olympic Committee, International Federations, sports organizations, sports marketing agencies, and sports departments.

To Contact or recruit AISTS MSA 2011 Participants
Email: info@aists.org
Phone: +41 (0)21 693 85 93

Join us at MSA Open Houses, presentations or graduation. Information is available at www.aists.org
**AISTS:**
The International Academy of Sports Science and Technology

A renowned centre of excellence for education and applied research in sport, AISTS was founded in 2000 by the International Olympic Committee (IOC), the Ecole Polytechnique Fédérale de Lausanne (EPFL), IMD Business School, the University of Lausanne, the University of Geneva, the Swiss Graduate School of Public Administration (IDHEAP), the Canton of Vaud and the City of Lausanne.

Located in Lausanne, the Olympic Capital, the AISTS has a unique link to the IOC and upholds the values of the Olympic Movement while remaining a neutral platform adhering to the standards set by the Swiss label of quality. The AISTS mission is to develop and apply knowledge to the study of sport with a multidisciplinary approach, offering postgraduate and continuing education programmes, applied research and consulting services, as well as sports technology, innovation and sustainability expertise.
Since its foundation in 2000, the AISTS has proven an excellent preparation path for aspiring sports administrators. A number of AISTS participants have brought their experience and fresh approach to the IOC through both work placements or even a few permanent positions. The multicultural environment in which AISTS participants are being trained, with 18 different nationalities making up this year’s programme, is very enriching and acts as an eye-opener in the global world of sport we live in today.

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

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

We truly believe that the students have made an excellent choice in deciding to follow these Master studies in the vast and fascinating area of sports management. We wish the 2011 class much success and hope that the participants’ passion for sport will soon translate into a “dream job” for many!

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

AISTS’ graduates stand out from the rest both in terms of their passion as well as their education. They are both open and solid individuals. Their success guarantees our future and we at the UCI can rely on graduates from the AISTS as true professionals.

Jean-Pierre Strebel
Director General of the International Cycling Union (UCI)
AISTS MSA Class of 2011 Profile

- **35 Participants**
- **18 Nationalities**
- **29 Average Age**
- **17 Men (49%)**
- **18 Women (51%)**
- **14 Languages**
PARTICIPANT PROFILES 2011
AHADPOUR RAHELEH
IRANIAN, 25 YEARS
4 YEARS AS KAYAK COACH AND TALENT MANAGER; 1 YEAR EXECUTIVE SUPERVISOR OF CANOE CLUB

Work Experience
Talent Identification Manager,
Tehran Canoe-Kayak Club, Tehran, Iran
- Identified talent from schools according to ICF indicators.
- Chose the best 40 and trained for 2 months.
- Conducted physical and health tests.
- Established Canoe Champion Centre in Tehran province.

Executive Supervisor, Tehran Canoe Club, Tehran, Iran
- Organized kayak courses with 2 assistants.
- Kayak Coach, Tehran Canoe Club, Tehran, Iran

Sports Accomplishments

Sports
Canoeing, Swimming, Table tennis, Archery, Basketball

Bachelor of Medical Engineering, Azad University, Sciences and Research Branch, Tehran, Iran
ALTWEGG JAN
SWISS, AUSTRIAN, 28 YEARS
5 YEARS (4 PART-TIME AND 1 FULL-TIME) AS ADMINISTRATIVE EMPLOYEE AND BUSINESS ECONOMIST IN GAS TURBINE INDUSTRY

Work Experience
Administrative Employee and Business Economist, Easy Energy Companies & Consulting SA, Mezzovico, Switzerland
- Support to the directors in administrative tasks
- Management of accounting (autonomously, as one and only responsible)
- Support to the company evaluation
- Marketing support (in a team; creation of sales documentation and presentations)
- Creation and evaluation of different informatics tools used for company management
- Support to the company’s informatics management

Sport Accomplishments
- Floorball player in regional selection of southern Switzerland at U18 regional selections trophy (2001)

Sports
Floorball (National level, coach & referee), Football, Ice-Hockey, Skater-Hockey, Skiing, Running, Swimming, Motorcycling, Mountain-Bike

Bachelor of Arts in Economics, Università della Svizzera Italiana, Lugano, Switzerland
Swiss Olympic diploma in Management of Sports Organizations (base level)
Diploma from Repubblica e Cantone Ticino in Management of Sports Organizations (base level)

Fluent ITALIAN, GERMAN, ENGLISH
Intermediate FRENCH
Beginner SPANISH
Andrade Beatriz
Brazilian, 27 Years
7 Years as Specialist in Sports Marketing and Communication

Work Experience
Marketing and Business Coordinator, Coritiba Foot Ball Club, Curitiba, Brazil
- Responsible for developing the strategic planning of the Marketing and Business department.
- Coordinated commercial activities: sponsorship, licensing program and sales. Developed sponsorship proposals, establishing contacts and partnerships with national and foreign companies and clubs.
- Responsible for coordinating marketing campaigns.
- Special projects: Member of the Centenary Commission, in charge of the strategic planning of events and products related to the 100th Anniversary (2009) and developing the strategies for the new Membership Scheme (2010).

Publication
“Sonhos em Campo” (São Paulo: LCTE 2006)
Co-written investigative book about the dreams of millions of Brazilian children who wish to become professional footballers

Sports
Soccer (university level)

Master of Business Administration, MBA Football Industries, University of Liverpool, UK
Bachelor Studies on Social Communication with Major in Journalism, Mackenzie University, São Paulo, Brazil

Fluent
Portuguese, English
Intermediate
Spanish
Beginner
German, French
BAI YIMING
CHINESE, 24 YEARS
1 YEAR WORK EXPERIENCE IN SPORT MANAGEMENT

Bachelor degree of public institution Management (Sport industry direction), Beijing Sport University
Master of Science in Sport Management, University of Wisconsin-La Crosse

Work Experience
Internship, Chinese Football Association, Beijing, China
- Researched the development of Chinese football
- Communicated with associations under Chinese Football Association
- Created address book for all membership associations

VIP Attaché for Swiss National Team, 24th Harbin Winter Universiade, Harbin, China
- Selected as outstanding volunteer of 24th Harbin Winter Universiade.
- Coordinated and oversaw Swiss team competition schedule and transportation details.
- Serviced Swiss team in operational and equipment emergency situations.

Olympic Wrestling Competition Volunteer, 2008 Beijing Olympic Games, Beijing, China
- Assisted IOC personnel in athlete mandatory drug testing.
- Notified athletes and officials of competition standards.
- Served as communications liaison between global media and associations/athletes.

Junior World Wrestling Championships Volunteer, “Good Luck Beijing” Test Event for Beijing Olympic Games, Beijing, China
- Duties performed at this test event were of similar logistical nature as completed at the 2008 Beijing Summer Olympic Games.

Sports
Swimming; Basketball; Table tennis

fluent CHINESE, ENGLISH
beginner FRENCH
BUCHSER CHANTAL
AMERICAN AND SWISS, 27 YEARS
3 YEARS AS MANAGER AT
NON-PROFIT ADVOCACY GROUP
2 YEARS AS PROGRAM AND
CONTRACTS ASSISTANT IN
INTERNATIONAL PUBLIC
HEALTH FIELD

Work Experience

Events Manager, Washington Area Bicyclist Association (WABA), Washington DC, USA
- Coordination, promotion, and marketing of large cycling events.
- Integral role in membership recruitment among 40,000+ supporters through targeted marketing campaigns, promotional events, and written communication.
- Coordination of annual major fundraising Gala and Benefit Auctions raising $40,000+ annually in revenue for WABA, hosting over 300 guests each year.

Senior Program Assistant- West and Central Africa Department, Population Services International (PSI), Washington, DC, USA
- Coordinated bi-annual retreat for over 70 attendants in Cape Town, South Africa including operational logistics, travel arrangements, and lodging.
- Assisted in development and revisions of annual operating budgets for country Platforms.
- Provided operational administrative support to team of twelve staff at headquarters and over fifty senior staff across fifteen country platforms.

Contracts Assistant, Population Services International (PSI), Washington DC, USA
- Reviewed proposal and final contract budgets.
- Disseminated critical budget and contract information.
- Communicated with regional West/Central Africa Department in contract negotiations, reporting, and agreements.

Sports
Road biking, Mountain biking, Triathlons, Running, Rugby, Cross-country skiing, Soccer

Bachelor of Arts in Political Science, St. Mary's College of Maryland, USA

 Fluent
ENGLISH
Intermediate
FRENCH, GERMAN
Beginner
ITALIAN
CASTILLO JAIME
ECUADORIAN, SWISS WORK PERMIT B
38 YEARS
SPORTS INDUSTRY VOLUNTEER, STUDENT AND INTERN.
SEVERAL YEARS IN TELECOM INDUSTRY AS SALES/ACCOUNT/ BUSINESS DEVELOPMENT MANAGER

Work Experience
Sport-for-Development Program Intern, Partners of the Americas, Washington, DC, US
- Supported “A Ganar” (program for youth workforce development through sports in Latin America & the Caribbean, sponsored by the IDB, USAID & Nike Foundation).
- Supported the 2011 US Department of State’s “Youth Sports Management Exchange” (program for sport officials of Colombia, Ecuador & the US).

2010 Recopa Sudamericana Intern, Liga Deportiva Universitaria de Quito, Quito, Ecuador
- Helped with Protocol for visitor’s team (Estudiantes LP) delegates, media public relations in Quito & travel logistics for the final match in Buenos Aires, Argentina.

- Visited Youth Development Teams of Lanus (Argentine professional football team) for learning “best practices” for both First & Youth Development Teams with Liga’s Sporting Manager.

Sports Volunteering, Academic Events & Studies in the US & Switzerland
- StreetSoccerUSA Cup; EKS Challenge; Marine Corps Marathon.
- Studies with high-level FIFA, IOC, CAS & ECJ members & sports professionals.

Sports
4th Dan black belt, Japan Karate Association (JKA-SKDI).
Dalal Taha
Indian, 25 years
3 Years as a Business Consultant in the IT Industry
1 Year as a Systems Engineer in the Finance Industry

Work Experience

Business Consultant, Synergy Software System LLC, Dubai, United Arab Emirates
- Architected and developed a Human Resource and Payroll vertical solution for the Middle East and Africa region on ASAP HCM.
- Assisted with the implementation of a new payroll legislation called Wage Protection System in U.A.E.
- Implemented a time sheet system for Dubai Transport Company that increased productivity by 15% over a period of 6 months.

Associate Consultant, Synergy Software System LLC, Dubai, United Arab Emirates
- Delivered the Emaar Hospitality Group project that included solution design, training, data migration, business pilots and go live support.
- Designed, developed and implemented the core build for Marriott Group of Hotels in the Middle East integrating Human resources and Payroll solution to Sun Financials.
- Designed and presented a proof of concept to Auchan Group for their human resources and payroll requirements.

Systems Engineer, BDO Haribhakti & Co., Mumbai, India
- Designed and developed an e-Tax software.
- Implemented the full life cycle of software development - Software analysis, design, coding, integration, testing and support.

Sports
Football (FA certified level 1 coach), Cricket, Basketball, Volleyball.
DECARO PATRICK
US, GERMAN, SWISS,
27 YEARS
2 YEARS AS
AN INDEPENDENT ARCHITECT
9 YEARS AS A MARTIAL ARTS
INSTRUCTOR / COACH

Work Experience
Architect, DeCaro Architecture & Design,
Lausanne Switzerland
- Concept and design of a 400-bed international hospital in Ad Dammam, Saudi Arabia.
- Concept and design of an orthopedic physiotherapy center in Divonnes les Bains, France.
- Branding concept (vision, logo, website, brochures, etc.) of “ThinkHealth Project”, a non-profit association promoting human health and quality of life.

Academic tutor / coach, Geneva area, Switzerland
- Provide help to students with academic difficulties in various subjects (dyslexia, ADHD, etc.).
- Coach children with heavy social issues and difficulties.

Martial arts coach / instructor, Geneva - Lausanne area, Switzerland
- Head instructor of a Brazilian Jiu-Jitsu club in Lausanne.
- Provide physical, mental, and strategic preparation for professional fighters.

Sport Accomplishments: Brazilian Jiu-Jitsu:
3-time European champion, 5-time French champion, 4-time Swiss champion. Grappling: 1st place in NAGA World Cup 2010, Miami Florida. Mixed Martial Arts: professional fight record of 3-1-0

Sports
Volleyball, Tennis, Wakeboarding, SCUBA diving, Springboard diving, Horseback riding, Judo, Boxing, Kickboxing, Mixed martial arts, Grappling, Wrestling, Brazilian jiu-jitsu

Bachelor of Arts in Architecture, Ecole Polytechnique Fédérale de Lausanne, Switzerland
Master of Arts in Architecture, Ecole Polytechnique Fédérale de Lausanne, Switzerland

Mother tongue
ENGLISH, FRENCH, GERMAN
Fluent
ITALIAN, SPANISH
Intermediate
PORTUGUESE
Beginner
DUTCH
DURÁN ANDRÉS
COLOMBIAN, 27 YEARS
4 YEARS AS A SALES ANALYST, COORDINATOR AND ACCOUNT MANAGER IN MASS CONSUMPTION INDUSTRIES

Work Experience

Account Manager, Owens-Illinois, Bogotá, Colombia
- Responsible for glass container sales and growth for the cosmetics and pharmaceutical industries.
- Project development, bonus plans and strategies for sales growth.
- Sales forecast planning and accuracy.

Sales Administration Coordinator, Owens-Illinois, Bogotá, Colombia
- Sales administration for top accounts such as SAB Miller and Coca-Cola.
- Responsible for the obsolete and low rotation inventory, presenting a reduction in breakage.
- Responsible for production programming and optimal inventory levels.

Sales Administration Analyst, Newell Sanford, Bogotá, Colombia
- Commercial Agreements with top customers (supermarkets, wholesalers, distributors).
- Prices, rebates and discounts for other customers (retailers).
- Incentive plans for sales force and sales reports for Executive team.

Sports
Football, Softball, Tennis, Indoor cycling

Bachelor of Administration in International Business, Universidad del Rosario, Colombia

Fluent SPANISH, ENGLISH
Beginner FRENCH
Work Experience
Analyst, Japan External Trade Organization, Moscow
- Monitored, analyzed and reported on the economic developments, business risks and opportunities for the company’s website.
- Identified and interviewed key industry experts for reports.
- Established and maintained contacts with partner organizations, institutions, business experts.
Trade & Investment Advisor, Embassy of Great Britain and Northern Ireland to Russia, Moscow
- Delivered market research reports, provided solutions to UK companies, assisted them in their export strategies, helped find partners and overcome problems in trading.
- Successfully organized and led trade missions.

Olympic Games Work Experience
- Vancouver 2010 Olympic Games, Co-program Manager
- Beijing 2008 Olympic Games, Deputy Program Manager
- Torino 2006 Olympic Games, Resident Services Centre Coordinator at Torino Olympic village
- Athens 2004 Olympic Games, Spectator Services administrator
- European Youth Olympic Festival 2007 in Belgrade, Press Centre Coordinator

Sports
Swimming, Yoga, Skiing
FARMER RIESEN
TANIA
AUSTRALIAN, 43 YEARS
10 YEARS PROJECT MANAGEMENT EXPERIENCE
8 YEARS MANAGEMENT EXPERIENCE IN LEGAL INDUSTRY

Work Experience
National Manager of Project Services,
Minter Ellison Lawyers, Sydney, Australia
- Responsible for strategy, development, training and financial management
- Responsible for legal and business projects and resources across three states
- Represented the group to internal and external clients including at board meetings
Baker & McKenzie, Zurich, Switzerland
- Working for online legal information and training subsidiary (LawInContext)
- Review and re-write texts for legal publication and training programs

Sports Accomplishments
Waterskiing – Two Australian National Team Titles (show skiing). Participated with Australian representative team to the Seoul Olympic Games. Three Victorian State Titles (ski racing).

Sports
Running, Cycling, Swimming, Snow skiing, Scuba diving, Bush walking

Bachelor of Economics, La Trobe University, Melbourne, Australia
Bachelor of Commerce
(Marketing and International Business), University of Tasmania, Australia, 2004
Bachelor of Information Systems,
University of Tasmania, Australia, 2004

HASSELL BRET
AUSTRALIAN, 27 YEARS
5 YEARS AS A MARKETING MANAGER IN TELECOMMUNICATIONS INDUSTRY
2 YEARS AS NATIONAL ACCOUNT MANAGER IN TELECOMMUNICATIONS INDUSTRY

Work Experience
Marketing Manager, Telstra Corporation, Melbourne, Australia
- Developed sports mobile content marketing campaigns for the 2006 Melbourne Commonwealth Games.
- Developed, designed and built post-paid mobile retention, acquisition and usage stimulation programs.
- Drove usage of Mobile Television, Internet, Email, messaging and application usage within consumer and business segments.

National Account Manager, i-mate, Melbourne, Australia
- Responsible for overall profitability of the account whilst exploring new areas of opportunity in the market place.
- Facilitated sales and marketing activity and managed relationships for all channels to market.

Sports Accomplishments
- State Athletics 800m Finalist (1997-2000)

Sports
Cycling (Road and Mountain bike), Triathlon (Olympic and Half Ironman), Football (Club Football Finalist 2001), SCUBA Diving
HEWITT JOHN
CANADIAN AND BRITISH,
34 YEARS
8 YEARS AS SENIOR MANAGER OF INDOOR SPORTS FACILITY.
2 YEARS IN MARKET RESEARCH AND GEODEMOGRAPHIC SOLUTIONS INDUSTRY.

Work Experience

Chief Operations Officer/Owner,
Next Paintball Inc., Toronto, Canada
- Developed viability analysis and formal business plan to direct the company in achieving profitability goals.
- Leveraged strategic insights and financial analysis to create programs that reduced costs, increased earnings and expanded market share.
- Advanced the organization’s business goals through the use of technology and innovative problem solving in the creation of effective strategies and operational efficiencies.

Market Analyst, Pitney Bowes Business Insight,
Toronto, Canada
- Prepared and documented trade area maps, market research studies, census reports, estimates and projections benchmarked against customer requirements.
- Acted as a technical liaison between clients and sales team to develop new projects.
- Created custom spatial and demographic solutions for clients.

Sports
Volleyball, Beach Volleyball, Golf, Football, Tennis, Basketball, Squash, Hiking

Bachelor of Arts (Hons) in Geographic Analysis, Ryerson University, Canada. Specialized in the use of Geographic Information Systems (GIS)

Fluent
ENGLISH
Beginner
FRENCH AND PORTUGUESE
KLEINDIENST

ANTOINE

FRENCH, 25 YEARS

1 YEAR IN CHEMISTRY AND PHARMACEUTICAL INDUSTRY

Work Experience

Environmental, Safety and Health Engineer, Servier, Paris, France
- Researched the characteristics of chemical substances in close collaboration with the chemistry divisions, and the computer department.
- Created a generic chemical risk assessment method.
- Contributed to the smooth function of services (audits, prevention plans, waste treatment, etc.).

Research Engineer, MyAntec, Leiden, The Netherlands
- Development and valuation of application methods for analysis with HPLC-EC system (High Performance Liquid Chromatography with Electrochemical Detection), in pharmaceutical and food areas.
- Creation of application notes and posters in order to support clients and to promote analyzers.

Sport Volunteer, ENSCPB, France
- Committee member of ENSCPB Sports Association.
- President of ENSCPB Skiing Association.
- Organization of multi-disciplinary sport and inter-university tournaments in Bordeaux.

Sports
Football, Tennis, Golf, Basketball, Sailing, Skiing, Swimming, Handball

Master of Science in Chemistry, Physics, Mathematics, and Computer Science, ENSCBP, Bordeaux, France
KOROLEVA
KLENA (KLYONA)
RUSSIAN, 26 YEARS
5 YEARS EXPERIENCE
IN ADAPTIVE SPORT

Work Experience
Russian Paralympic Football Team, Moscow, Russia
- Assistant to the head coach
- Conducted scientific research
The State Committee of Physical Culture and Sport, St-Petersburg, Russia
- Served as the main specialist of sport for disabled people
  (control of sport events, coordination of athletes for international competitions, distribution of funds among different sports, liaison with sport federations)
- Functioned as the departmental specialist for the construction of sport buildings for disabled people

The “Saint Petersburg National State University of Physical Education, Sports and Health Named after P. F. Lesgaft,” St-Petersburg, Russia
- Professor of Theory of Adaptive Sport

Sports
Tennis, Swimming, Golf, Dancing
Krieg Jérôme
Swiss, 32 Years
6 years as a paragliding and speedflying part-time instructor and tandem pilot. 3 years as a part-time substitute teacher in primary and secondary schools in Lausanne.

Work Experience
Paragliding and speedflying instructor and tandem pilot, Montreux, Verbier, Interlaken, Switzerland
- Practical and theoretical teaching.
- Involvement in Paragliding schools marketing strategies.
Substitute Teacher, Lausanne, Switzerland
- Sport, Languages, Geography, Maths
Events organisation
- Montreux Jazz Festival (8 editions), F&B department.
- Internship at Meeting.com, Congress Organisation.
Marketing and Communications Intern, Gin Gliders, Paragliding manufacturer, South Korea
- Involvement in the R&D the communication strategies for new up and coming products and the growth of advertising networks.

Sports Accomplishments
Aerobatics Paragliding World Cups in 2003, 2004 and 2005
Cross country Paragliding World Cups in 2006
Basketball, 1st national league, Renens, from 2002 to 2005

Sports
Paragliding, Speedflying, Basketball, Rock-climbing, Kitesurfing, Tennis, Skiing

Master in Geosciences, University of Lausanne, Switzerland
Fluent French, English
Intermediate German
LITSCHER RICO  
SWISS, 28 YEARS  
1 YEAR MANAGEMENT IN FITNESS INDUSTRY  
6 MONTHS MANAGEMENT IN A SPORT MARKETING AGENCY  
2 YEARS AS A PROFESSIONAL ATHLETE AT THE OLYMPIC OVAL IN CALGARY/ CANADA  

Work Experience  
Head of Marketing and Business Development, MPS Sportmanagement GmbH, Basel, Switzerland  
- Development, budgeting and execution of national marketing and communications strategies.  
- Responsible for planning and execution of key projects.  
- Liaised directly with clients, retailers, partners, agencies, media, athletes and sport organizations.  
Assistant Manager and Personal Trainer, Forum Sports Club, Basel, Switzerland  
- Acquired new members and support of current clients.  
- Accounting.  
- Led and coordinated staff.  

Sports Accomplishments  
National Champion Sprint Speedskating 2009, World Cup Participant and Member of Swiss National Team 2005-2010, Participant Winter University Games: 2005 Innsbruck, 2007 Torino, 2009 Harbin  
Sports  
Speedskating, Golf, Cycling, Skiing, Ice Hockey, Tennis, Fitness  

Bachelor of Science in Exercise and Sports Sciences, University of Basel, Switzerland
Bachelor in Social Communications, emphasis on Publicity at PUC-Rio, Brazil. Master of Business Administration, emphasis on marketing at IAG PUC-Rio, Brazil. Dissertation on sports consumption. EASM (European Association for Sports Management)
Summer School 2010

**Work Experience**

**Internship at PUC-Rio Experimental Advertising Agency, Rio de Janeiro, Brazil**
- Responsible for the prospection of Third Sector clients, in order to divulge their cause cost free.
- Provide the link and manage the relationship between clients and agency. Main clients: Portinari Project, Amigas do Peito Breastfeeding Group, Rio Planetarium and Olympic Vila of Gamboa.

**Trainee at Gennoa Marketing Consultants**
- Responsible for the development of Amigas do Peito Breastfeeding Group marketing plan.

**Marketing Analyst at MKTEC Relationship Marketing – mktec.com.br**
- Composed the marketing team responsible for the large Brazilian health insurance company Golden Cross.
- Weekly meetings with directors of areas such as marketing, finance, law and operations at Golden Cross to develop their customer relationship plans.
- Database marketing management and service provider for Golden Cross’ marketing division.

**Sports Accomplishments**

Amateur U-14 National Football Champion (Copa Trivella)

**Sports**
Football, Road Cycling, Golf, Volleyball, Basketball, Running, Skiing, Swimming and Tennis.
MACRAE NICOLE
CANADIAN, 25 YEARS
5 YEARS IN COMMUNICATIONS AND MARKETING INDUSTRIES
6 MONTHS AS A CONTRACTOR IN EVENT MARKETING FOR NORTH AMERICA

Work Experience
Marketing Events Contractor – North America, Sophos Inc., Vancouver B.C., Canada
- Responsible for general event organization for all North American events
- Supported the Marketing Events Manager
- Ordered and shipped promotional items and literature for various events

Administration Management, Gold Fields Canada Exploration Corporation BV, Vancouver B.C., Canada
- Responsible for the accounting and balancing of company books, for three companies
- In charge of Environmental Health and Safety for Canadian office and camps
- General administrative and human resource tasks

IT Technician, Federal Government, Vancouver B.C. and Calgary AB., Canada
- Worked for two separate federal elections of Canada
- Worked with many programs on computers to ensure citizens were properly registered in the appropriate electoral district
- Responsible for voters rights on election day

Volunteer, Vancouver 2010 Olympics
- Worked in Athlete Services for Biathlon events.
- Worked with Stadium Crew for the setup of races.

Sports
Swimming (provincial level), Cross-Country Skiing, Snowboarding, Fitness (Spinning, Yoga, Running), Golf and Soccer.
MILLER ANITA
AMERICAN, 28 YEARS
7+ YEARS IN FINANCIAL ANALYSIS IN FINANCIAL SERVICES, DIGITAL MUSIC, EDUCATION, AND PORTFOLIO MANAGEMENT VOLUNTEER AT VARIOUS SPORTS ORGANIZATIONS AND EVENTS

Work Experience
Principal Budget Analyst II, University of California Los Angeles (UCLA), Los Angeles, CA, USA
- Responsible for auditing, pricing, budgeting, and analyzing sales activities on campus.
- Budgeting, Variance Analysis, and Reporting of Administrative Units and Office of Information Technology on Campus.

Financial Analyst, Napster, Inc., West Hollywood, CA, USA
- Responsible for forecasting, budgeting, analysis, and monthly close on company finances and managed International profit & loss statements.
- Restructured marketing expense tracking and analyzed statistical sales data.

- Monitored $500 million marketing budget for major Brands. Forecasted marketing expenses quarterly.
- Monitored $300 million operations budget.
- Researched data for a $2 million internal fraud embezzlement case for Corporate headquarters.

Developed a process for cost center managers to review and validate vendors and payments, thereby improving internal controls.

Sports
Football (soccer), Field Hockey (varsity and university level), Fitness (spinning, pilates, yoga, rowing), Skiing, Kickball, Dodgeball

Bachelor of Science in Business Administration (Financial Management & Accounting, Minor in Economics), California Polytechnic State University, San Luis Obispo, CA, USA
Courses in Anatomy, Exercise Physiology, Biomechanics, & Sports Nutrition, University of California Los Angeles, CA, USA

Fluent
ENGLISH
Intermediate
FRENCH
Beginner
ITALIAN, SPANISH
NAVERSNIK
MICHAEL
AUSTRIAN, 32 YEARS
7 YEARS AS CONSULTANT
AND PROJECT MANAGER FOR
EUROPEAN MANAGEMENT
CONSULTANCY

Work Experience
Project manager, management consultancy,
long-term assignments Europe-wide
- Responsible for sales / marketing as well as procurement
  / supply chain management projects for diverse clients
  including market leader of sporting goods manufacturing,
  wholesalers, retailers and agencies
- Interim management of up to 200 Mio. € p.a. budgets
  and approx. 50 project members.
- Distinct project management skills for interdisciplinary
  and multinational teams (planning - implementation -
  controlling).
- General knowledge of international sports business
  (industry, agencies, organizations & events).

- Profound negotiation and presentation skills throughout
  all levels of profit- and non-profit organizations including
  management board, shareholder and stakeholder
- Proven leadership skills with abilities in coaching,
  supervision, organizational development, team
  building and leadership training

Sports
Handball (active player + club management), Tennis
(university level coach), Skiing (high-school level
instructor), Climbing, Beach volleyball, Mountain biking

Bachelor of Science in Business Administration, University
of Bari, Italy
Diplom Kaufmann (Univ.),
University of Augsburg,
Germany
NOVAK JACQUELYN
CANADIAN, 30 YEARS
7 YEARS AS A MANAGEMENT CONSULTANT FOR DELOITTE
2 YEARS AS A MARKETING AND BRAND COMMUNICATIONS CONSULTANT

Fluent
ENGLISH, FRENCH
Intermediate
GERMAN

Bachelor of Business Administration (with Honours), Bishop’s University, Lennoxville, Québec, Canada
Certification in European Management, Ecole Supérieure des Sciences Commerciales d’Angers (ESSCA), Angers, France

Work Experience
Management Consultant, Deloitte Consulting, Toronto, Canada (5 years) & Paris, France (2 years)
- Acted as Chief of Staff for Deloitte Public Sector Practice, developing strategic plans and marketing materials for 26 countries.
- Conducted organization review of the Ontario government’s tourism marketing agency (OTMPC).
- Designed customer service assessment program for Cayman Islands tourism industry; recommended industry improvement initiatives.
- Member of Deloitte’s Global Athlete Network, providing input to Vancouver 2010 and London 2012 Olympics.

Director of Business Operations / Co-Founder, Punchcard Media, Toronto, Canada
- Business development, operations and concept design for a small marketing and brand communications firm in the Toronto cultural and arts community.

Sport Accomplishments
2006 Canadian Senior Women’s All-Star Team (Outfield),
2005 Canadian Women’s Softball Champions, 1997 & 1998 Women’s Softball Indoor World Cup Finalists

Sports
Softball, Volleyball, Basketball, Downhill Skiing, Tennis, Badminton, Scuba diving, Track and Field, Indoor Soccer, Dragonboat
PEINEL MONIKA
GERMAN, 29 YEARS
5.5 YEARS IN THE
LEGAL INDUSTRY
2 YEARS IN TICKETING
SERVICES

Work Experience
Legal traineeship, Oberlandesgericht München / Higher Regional Court of Munich, Germany
- Practical experience in the German jurisdiction, administration and advocacy in civil, criminal, public and tax law: Preparation of judgments in civil law cases, holding of the taking of evidence, representation of the public prosecutor in trials, preparation of bills of indictment, legal consulting for clients, preparation of written pleadings, preparation of tax returns.
Research assistant and working student at Streck Mack Schwedhelm, lawyers specialized in tax law, Munich, Cologne, Berlin, Germany
- Preparation of written pleadings in tax and civil law

- Scientific research for publications and articles in academic and professional journals
- Administrative duties
Working student, sales department, Ticketbox, Munich, Germany
- Promotion and ticket sales for major sports events hosted in Germany
- Ticket sales on behalf of FC Bayern München

Sports
Equestrian Sport (dressage and show jumping), Skiing, Running
**PFISTER BENEDICT (LUCAS)**

**SWISS, 34 YEARS**

7 years as Sports Journalist  
5 years as Media and Communication Officer  
In International Sports Industry  
2 ½ years as Consultant

**Work Experience**

Sports journalist, newspaper „Der Bund“, Bern, Switzerland  
- Writing and publishing articles.  
Media and communication officer, UEFA (Union of European Football Associations) and EURO08 S.A., Nyon, Switzerland  
- Coordination and statistics of the 32 Champions League teams  
- Working and producing on magazines and books  
- Jointly responsible for the accreditations of the Media for the Champions League Final 2005 in Istanbul (AC Milan – FC Liverpool)

Finance and New Business Consultant, Swisscom AG, Bern, Switzerland  
- IT Support  
- E-Banking and Finance consultant  
- Translator in German, French and English

**Sports**

Football, Ice hockey, Tennis, Table tennis, Skiing, Judoka, Jogging, Fitness, Roller-skating

Bachelor of Arts in History and Political Science, University of Geneva and Fribourg, Switzerland

Fluent  
German, French, English  
Intermediate  
Spanish  
Beginner  
Portuguese, Italian
PLUM
THAYSSA ROBERTA
BRAZILIAN, 24 YEARS
3 YEARS AS SPORTS REPORTER 7 MONTHS AS TV PRESENTER

Work Experience
Sports Reporter, Sistema Globo de Rádio, Rio de Janeiro, Brazil
- Sideline reporter in sports events, such as FIFA World Cup qualifying, Libertadores Cup, Brazilian Championship and Volleyball World League
- Production of special reports regarding Brazilian Olympic athletes, sports industry, sports marketing and women in sports
- Production of special reports regarding sports memory: “Pelé – 70 years”, “Maradona – 50 years”, “Brazil three times world champion – 40 years”

Sports Presenter, SporTV (Globo TV affiliated), Rio de Janeiro, Brazil
- Presentation of newspaper articles regarding FIFA World Cup South Africa for the TV show “Good Morning, Africa”

Sports Presenter, TV Esporte Interativo, Rio de Janeiro, Brazil
- Production of sports TV shows
- Presentation before and after European championships matches (Premier League, Bundesliga, Lega Calcio, Liga Portugal) and NBA

Sports
Volleyball, Beach volleyball, Football, Running, Cycling.
Graduate in Physiotherapy, College of Physiotherapy Prof. Dr. P. Vogler, Berlin, Germany
Postgraduate Qualifications in Functional Kinetics, Manual Therapy, Muscle Chains, Trigger Points, Mulligan's Concept, Strain and Counter-strain, Lymph drainage and Golf-Physio-Trainer (EAGPT)

**POLI DANJA**
**GERMAN AND SWISS, 44 YEARS**
**20 YEARS AS A PHYSIOTHERAPIST SPECIALIZING IN ORTHOPEDICS**

**Work Experience**
**Physiotherapist, Orthopedic University Hospital, Lausanne, Switzerland**
- In charge of the pre- and post-surgery rehabilitation in orthopedic, traumatology and rheumatology patients.
- Supervisor for physiotherapy students in their practical stage.
- Sports physiotherapist at the Olympic Games 1992, International Red Cross, Barcelona, Spain.
- Teacher in Functional Kinetics, College of Physiotherapy ECVP, Lausanne, Switzerland.
- Lectures in Functional Kinetics, Sports rehabilitation Center Physabek, Montreal, Canada.

**Independent Physiotherapist, Pully Switzerland**
- Treatment of sports injuries, acute and chronic pain and post-surgery rehabilitation.
- Care and treatment of golfers by teaching a biomechanically optimized swing offering symptom-free-golf and prevention of injuries.
- Development of a back care prevention program for adults at their office and for children in primary schools.
- Participation in a research project of the FHL-Syndrom (Flexor Hallucis Limitus) with the Swiss Ortho Clinic.

**Sports**
Swimming, Badminton, Skiing (regional championship level), Golf, Tennis, In-line Skating, Running, Cross Country Skiing, Hiking. Certified Instructor in Pilates (mat program) and Nordic walking (SNO).
Proulx Goulet
Guillaume
Canadian, 28 Years
Bachelor of Science in Physical Education, Université du Québec à Montréal, Canada

Work Experience
Sport journalist, RDS, Montréal, Canada
- Write sports news for a TV station
Chairman of the board, Club les Citadins de l’UQAM, Montréal, Canada
- Represented athletes within the administration of the UQAM’s Sports Center
- Organized financing activities
- Managed the budgets of the teams
Volunteer coordinator, The Montreal Championship, Synchro sports, Montréal, Canada
- Recruited and managed up to 1000 volunteers for the PGA Champions Tour event, The Montreal Championship
- Assisted the tournament coordinator in her duties

Sports
Skiing (University race team), Ice hockey, Baseball

Fluent: French, English
Beginner: Spanish
RELÍQUIAS
TERESA CÁTIA
PORTUGUESE, 27 YEARS
3 YEARS AS PHYSICAL EDUCATION TEACHER
2 YEARS AS WOMEN’S FITNESS INSTRUCTOR 2 YEARS AS HANDBALL AND FOOTBALL ASSISTANT COACH

Work Experience
Physical Education Teacher, Lisbon, Portugal
- Responsible for planning and conducting classes and evaluating students
- Promoted a healthy lifestyle in the students as well as in the community
- Improved the motor and relational skills of students

Sports & health instructor in women’s fitness center, Lisbon, Portugal
- Responsible for planning, and conducting group fitness classes
- Evaluated needs and risk factors and built fitness programs accordingly
- Educated members on leading a healthy lifestyle

Liaison to American female football youth national teams, Lisbon/Albufeira, Portugal
- Responsible for Portuguese contacts and translation
- Researched and contacted Portuguese teams for official matches
- Accompanied the teams and organized leisure periods

Sport Accomplishments
Portugal Women’s National Football Team member, 10 times Portuguese National Female Football Champion, 5 times winner of the Portugal’s Cup, 8 appearances in the UEFA Women’s Champion’s League (ex-UEFA Women’s Cup), Winner of the Portuguese National University Futsal Championship, 2005

Sports
Football, Gymnastics, Futsal, Handball, Fitness
Fluent
ENGLISH

Beginner
FRENCH

RUDNISKY

STEPHANIE

CANADIAN, 26 YEARS

3 YEARS IN SPORTS
ADMINISTRATION AND EVENT/TOURNAMENT COORDINATING

Bachelor of Arts in English Language and History, University of British Columbia, Vancouver, Canada

Work Experience

Events and Youth Programs Manager, Volleyball BC, Burnaby, Canada
- Coordinated and managed a staff of 8 to run workshops for elementary schools. Directed the Youth Volleyball Program for skill development amongst youth aged 9-12. Liaised with clubs and community organizations interested in implementing training programs.
- Managed and supervised 50 youth high school and club tournament.

Tournament Coordinator, Field Hockey BC, Vancouver, Canada
- Interacted with the host clubs for the men’s and women’s club championships which included generating the schedule, program creation and allocation of officials for all club championship tournaments.
- Tournament Director for the 2008 U19 Men’s National Tournament and the Vancouver International Tournament.

Director of Basketball, UBC REC, University of British Columbia, Vancouver, Canada
- Managed the hiring, training and the continued development of a staff of ten. Administrated entire basketball league operation for the intramural program.
- Coordinated the regular and playoff schedules of a 100-team league. Rescheduled games as required, notified teams of changes and ensured the website was accurate and updated.

Sports
Basketball, Soccer, Futsal
Bachelor of Commerce in Business and Economics from Mithibai College of Arts and Commerce, Mumbai University, India
Indian Certificate of Secondary Education (ICSE) from Jamnabai Narsee School, Mumbai, India

**SARAIYA JISHMA**

**TANZANIAN, PIO-PERSON OF INDIAN ORIGIN, 35 YEARS**
13 YEARS OF SALES AND MARKETING EXPERIENCE; 9 YEARS AS A PRIVATE BANKER IN THE WEALTH MANAGEMENT DIVISION.

**Work Experience**

**Associate Vice President, Kotak Mahindra Bank Ltd, Mumbai, India**
- Provided Family Office Services to High Networth Individuals (USD 1 million & more) / Corporates with a proposition to manage their wealth across different asset classes.
- In a highly competitive scenario, acquired some of India’s and Africa’s prominent business family accounts and managed cumulative assets of USD 60 million.
- Led, mentored, trained, motivated and developed a team of sales trainees into a high performance sales team.
- Handled some of the firm’s key accounts over the years and won numerous sales achiever’s award over the years.

**Major Account Manager, Loop Mobile, Mumbai, India**
- Key customer wins include India’s largest hospitality chain.

**Head, Tele-Marketing at Standard Chartered Bank, Mumbai, India**
- Won the Club Ton award for achieving highest number of new accounts and revenue in the given time.

**Sports Accomplishments**

1992 Uber Cup World Badminton Championships player
1987 – 1990 Indian National Badminton Championships player

**Sports**
Cycling, Swimming, Table Tennis, Badminton

**Languages**
 Fluent ENGLISH, GUJARATI, KUTCHI, HINDI
Intermediate MARATHI
Beginner FRENCH, SWAHLI
Maxime Thenus

French, 28 years

5 years as a Web and Software Engineer in Telecommunications Industry, 6 months in Financial Industry

Work Experience

Technical Analyst, Sopra, Geneva, Switzerland
- Analyzed JPMorgan website for Private Banking clients and suggested evolutions to improve design and usability.
- Reviewed business requirements and wrote detailed technical specifications.
- Managed one Indian offshore team of 2-4 people to realize developments and tests.

Web and Software Engineer, Sogeti, Sophia-Antipolis, France
- Developed the administration website and statistics platform of France Telecom’s Directory Assistance service, implemented a new process to enrich the database and trained the users of the new IT system.
- Conceived and developed a modern version of the website for IBM internal directory.
- Involved in submitting bids to invitations to tenders.

Software Engineer, Unilog, Sophia-Antipolis, France
- Conceived and developed the first migration phase of one part of Amadeus CAR application to Linux.

Sports
Football, Running, Volleyball, Skiing, Snowboarding, Via ferrata
TRAUTMANN
ANDRES
SWISS, 28 YEARS
2.5 YEARS IN STRATEGY AND
SALES DEPARTMENTS OF
INTERNATIONAL AUTOMOTIVE
COMPANY 4 MONTHS AS A
VOLUNTEER IN A SPORTS-RELATED
SOCIAL PROGRAM IN KENYA

Work Experience
Inside Sales Manager and Project Administrator,
Mercedes-Benz Schweiz AG, Schlieren, Switzerland
- Development and implementation of standard
  reporting and planning tools
- Organization of sales agent conferences
- Responsible Project Manager for the reform
  and alignment of all standard dealer contracts
- Elaboration of new strategies and models
  for the operational steering of sales agents
Intern, Delegation of the European Commission
for Switzerland and the Principality of Liechtenstein
- Research on public awareness of the relations
  between European Union and Switzerland
- Wrote reports on third states, international covenants,
  lobbies and other stakeholders
- Head of Marketing, Public Relations and Professional
  Player Management, American Football Club,
  Zurich Renegades
- Volunteer Physical Education Teacher/Coach,
  Mombasa Olympic Youth Organization, Kenya
  (a local non-profit organization active in youth
  sports and education)
- Assistant Coach, Swiss Junior National Team,
  American Football

Sport Accomplishments
6 times Swiss Champion American Football, Member
of the Swiss National Team American Football, European
Championships participant

Sports
American Football, Football, Snowboarding, Sailing
WESTBERG
ESTER
SWEDISH, 29 YEARS
4 YEARS AS A CONSULTANT IN THE FINANCIAL INDUSTRY (PRIVATE BANKING)

Work Experience
Associate Banker, BNP Paribas, Geneva, Switzerland
- Account management/maintenance
- Financial transactions and cash management
- Client service - meeting financial needs and demands
Assistant cash manager, Citibank, Geneva, Switzerland
- Reconciliation of transfers
- Completion of cash transactions database for clients within the Middle East region
Fitness instructor, Sweden
Tennis coach for children, UK
Guard at Wimbledon Championship

Sport
Running, tennis, fitness

Bachelor of Arts in Business Finance, University of Durham, United Kingdom
Diploma in International Finance and Capital Markets, University of Brighton, UK

Fluent
SWEDISH, HUNGARIAN, ENGLISH
Intermediate
FRENCH
Zhang Yu
China, 30 Years
5 Years in Sport Events Management and International Affairs
1.5 Years in Exhibition and Convention Industry, and Media Relations

Work Experience
Chief of International Affairs & Media Liaison, Sports Administration of Heilongjiang Province, Harbin, China
- Responsible for international sporting exchanges of the province
- Management of press conferences and media relations
- Official website and publicity

Head of Secretariat, International Department of Organizing Committee for the 24th Winter Universiade (World Winter University Games), Harbin, China
- Responsible for daily operation of the 300 staff department
- Assistant to the Executive Director-General in running human resource, finance, liaison with sport federations and participating countries

- Chief English-Chinese interpreter & International affairs coordinator

Protocol Department, World Expo 2010, Shanghai, China
- Vice Chief, Protocol Team of China Heilongjiang Pavilion
- Daily visits and exchanges with foreign pavilions
- Exhibition on-site coordination

Sports
Skiing, Skating, Swimming, Roller-skating, Table tennis, Basketball

Bachelor in English Literature and Linguistics & Minor in Finance and International Trade, Heilongjiang University, China

Fluent
- English, Chinese
- Beginner
- German, Russian, French
ZUSSMAN
JULIANNE
CANADIAN, 23 YEARS
3 YEARS IN SPORTS RETAIL INDUSTRY
4 YEARS AS RUGBY COACH, MANAGER AND REFEREE

Work Experience
Sales Representative, lululemon athletica, Montreal, Canada
- Educated consumers on yoga, running and gym products
- Provided consumers with guidance on yoga and running events in the community
- Responded pro-actively to consumers’ individual needs
League Coordinator, Montreal Touch Rugby League, Montreal, Canada
- Developed the league schedule, and processed weekly results and website information
- Managed game times, results, finances, and unexpected events
- Refereed weekly matches

- Player Representative, Players’ Committee, Canadian National Rugby Team
- Assistant Women’s Rugby Coach, Dawson College Women’s, Montreal, Canada

Sport Accomplishments
Women’s Rugby World Cup 2010, Team Canada

Sports
Rugby, Running, Yoga

Bachelor of Arts in International Development Studies, McGill University, Canada