



# WHO'S WHO

## 2022 EDITION



ACADEMY

# DFLM

# PROGRAMME OVERVIEW

The UEFA Diploma in Football Leadership and Management (UEFA DFLM) is an advanced programme enabling high-performing managers in charge of teams that deliver complex projects to further develop their leadership and managerial skills.

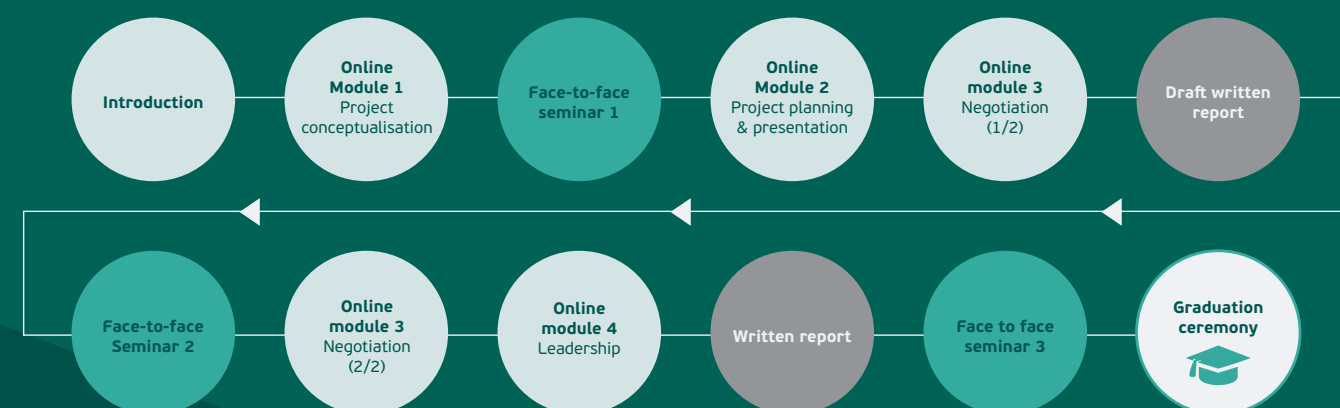
The 12-month UEFA DFLM programme contains a mixture of e-learning and face-to-face seminars to ensure an accessible and interactive learning experience for all participants. There are four online modules and three face-to-face seminars in which the participants can develop their skills and knowledge in management and leadership. The online modules are accessed through an interactive platform so that participants can access the content at anytime and anywhere.

The participants are split into four groups, each led by a dedicated coach but also using a peer-coaching approach. There are then catch-ups during and between seminars, where participants support the development of each other's projects. Throughout

the UEFA DFLM, participants focus on their personal project, which is used as a basis for the seminar work and the e-learning modules.

The programme is delivered in collaboration with the Swiss Graduate School of Public Administration (IDHEAP), at the University of Lausanne in Switzerland. Participants will need to complete a written assignment and undertake an oral examination as part of the academic criteria to successfully complete the programme.

All participants are presented in the following pages within their coaching that have been arranged for the programme, each coaching comprises around five participants, with the support from one of the four programme coaches.



**20** NUMBER OF PARTICIPANTS | **15** NATIONAL ASSOCIATIONS REPRESENTED | **1** UEFA STAFF | **4** OTHER ORGANISATIONS



**Jim Pulcrano**

Coach



Independent consultant and professor of management



DFLM module: Project conceptualisation



**Andrey Petrov**



Bulgaria



**Bulgarian Football Union**  
Strategic Development Lead



BFU TV



**Emilie Doms**



France



**French Football Federation**  
International and Public Affairs  
Project Manager



Stakeholders Digital Tool



**Graham Fitzgerald**



Northern Ireland



**Irish Football Association**  
Finance Director



Sustainability Reporting



**John Murphy**



England / Australia



**Brisbane City FC**  
Assistant First Team Coach



Club Development Plan



**Nika Bahtijarević**



Croatia



**Croatian Football Federation**  
Media Officer



HNS Family





## Mikkel Dræbye

Coach

Professor of Strategy, Entrepreneurship and Sports Management, SDA Bocconi school of Management

DFLM module: Project planning and presentation



## Anja Rein



Faroe Islands



Faroe Islands Football Association  
Chairwomen Women's Football



Girls Football Club



## Marianne Miettinen



Finland



Football Association of Finland  
Head of Women's Football Performance



Development of Youth Academies



## David Loschelder

Coach

Professor for Business Psychology and Experimental Methods, Leuphana University Lüneburg

DFLM module: Negotiation



## Alina Capatina



Moldova



Football Association of Moldova  
Stadium Director



Volunteers in Football



## Gareth Maher



Republic of Ireland



Football Association of Ireland  
Communications Manager



Player's as Ambassadors



## Martin Meier



Germany



Adecco  
Vice president of Strategy and Transformation



1860 Munich's Digital Transformation



## Matthew Jones



England



UEFA  
Anti-doping Coordinator



Anti-doping Strategy



## Tijn Kruize



Netherlands



Royal Netherlands Football Association  
Head of Organisation National Teams



Orange Green



## Juan Mata



Spain



Manchester United FC  
Football Player



Common Goal Development



## Karol Tatar



Poland



Polish Football Federation  
Marketing Licensing Coordinator



National Football Museum



## Lowri Williams



Wales



Football Association of Wales  
Head of Women's Football



Our Wales: For Her



**Nanette Orsini**

Coach

Independent consultant and leadership professional

DFLM module: Leadership



**Alessandra Rotunno**



Italy



Italian Football Association  
Deputy Licensing Manager



E-Sports Athletes



**Alexandru Candea-Biela**



Romania



Romanian Football Federation  
Head of Event's Department



Event Management Manual

## UEFA TEAM

**Thierry Favre**



Chief of National Associations  
Development



**Thomas Junod**



Head of UEFA Academy



**Dudley Langelier**



UEFA Academy  
Programme Assistant



**Ama Brobey-Williams**



Ghana



Golden Strikers FC  
President



Football for Reform



**Benjamin Egli**



Switzerland



Swiss Football Association  
Head of Club Development



SFA Quality Club



**Joelle Schlegel**



Liechtenstein



Liechtenstein Football  
Association  
Administration Grassroots  
Football



Volunteer Management

## IDHEAP TEAM

**Mickaël Terrien**



Professor



**Colm Hickey**



Assistant



**Jérôme Berthoud**



Assistant





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