

2019/20 EDITION

UEFA CFM OPEN EDITION WHO'S WHO



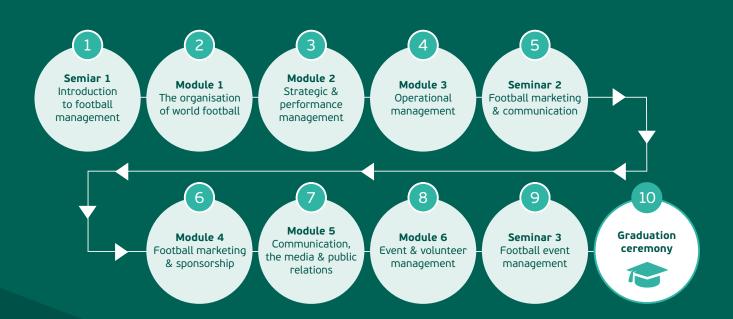


PROGRAMME OVERVIEW

The UEFA Certificate in Football Management (UEFA CFM) is the must-have foundation programme for anyone working in a football organisation who wants to gain a comprehensive understanding of how the game is managed.

UEFA has been successfully delivering the UEFA CFM across Europe since its launch in 2010 to the staff of UEFA's member associations with now currently over 1,000 graduates. As a result of great interest in the programme from a wider audience, this will be the first UEFA CFM open edition with participants working in the industry but outside the national associations, who will benefit from the programme.

The blended-learning approach of the UEFA CFM, comprising a mixture e-learning and face-to-face seminars, has been carefully designed with the Swiss Graduate School of Public Administration (IDHEAP) and leading experts to ensure the highest quality programme. There are six online modules and three face-to-face seminars each addressing a key area of football association management while providing the essential knowledge needed for people working in the football industry.



INTERNATIONAL PARTICIPANTS



UEFA CFM IN NUMBERS



22 NATIONALITIES AROUND THE WORLD

AVERAGE NUMBER OF YEARS WORKING IN FOOTBALL

7 WOMEN 20 MEN 21





Viktoriia Azhoichik

08.08.1990





Natalie Barlow

24.08.1980





Sportradar AG, Account Activation Manager.



FIFA World Cup 2018 preliminary draw, Team Leader of Transport Volunteers / Stakeholder collaboration with Sportradar AG.



Master of Economics, St. Petersburg State University (Russia) / Exchange semester at the faculty of Economics and Management, Otto-von-Guericke Universität Magdeburg (Germany).



Cape Town City FC, Head of Marketing.



Bloemfontein Celtic FC, Personal Assistant / Ajax Cape Town FC, Executive Personal Assistant.



Project Management Certificate, Cape Peninsula University of Technology (South Africa).



Valeria Belozertsova

26.08.1987





Mariano Carcatella

21.05.1990





AS Monaco Football Club, International Business Manager.



You First Sports Mexico, Commercial and Business Development Manager / You First Sports Spain, Strategic Partnership and Key Account Manager / Techlingua Global, Project Manager / QualitecFarma, Project & Event Manager.



Master in Strategic Consulting and Institutional Communication, Rey Juan Carlos University & ESERP Business School (Spain) / Specialist in Marketing and Translation, Moscow State Linguistic University (Russia).



Camerino University Sports Centre, Sports Manager.



Former professional Futsal player / Olimpija Ljubljana NK, U7 Assistant Coach / UEFA Women's Champions League Final, Volunteer / FIFA Youth Cup 2018, Volunteer / Minsk European Games, Italian National Olympic Committee Assistant.



MSc Management of Sports and Physical Activity, University of Bologna (Italy) / BSc Sports Science, University of Cassino and Southern Lazio (Italy).



Alexander Carroll

23.10.1994





Cristian Cerimele

17.03.1979





Lift-Sport, Trainee Advisor.



Coventry City Football Club, Intern / University of St. Andrews 1st XI, player / University of St. Andrews Development Squad, Coach.



Philosophy degree, University of St. Andrews (Scotland).



Kwese Media Limited, Head of Programming.



FIFA World Cup 2018, Broadcast Partner in Sub-Sharan Africa / UEFA and FIFA competitions, channel and production work / Regional Football Referee in Italy



Film Studies degree, Westminster College (England)
/ City & Guild TV and Media Production degree,
Westminster College (England) / Accountancy Diploma,
ITC Termoli (Italy).



Paul-Henri Courmont

17.02.1992





Nikita Filipov

26.11.1993/





Freekik, Marketing Manager.



Freekik, Country Manager Spain / Networkingup, Digital Media Manager / BNL Gruppo BNP Paribas, Strategy Consultant.



Master of Business Law, Université Paris Sorbonne (France) / Master in Management, ESCP-Europe Business School (France) / Bachelor of Laws, Université Catholique de Lille (France).



Shakhtar Social Foundation (FC Shakhtar), Project Manager.



Young Coach Education Programme for Disability Football (FC Shakhtar, Newcastle United Foundation & Irish Football Association), Sport Coordinator / 'Come On, Let's Play!' grassroots project in Ukraine, Sport Coordinator / LaLiga educational programme for grassroots coaches in Ukraine, Project Manager / 'Scoring for Health Project', Project Manager.



BSc in International Business, University of Roehampton (England) / Certification of Sports Management Speciality, EU Business School (Germany).



Gilberto Fimbres

07.02.1993





Lena Gustafson Wiberg

13.03.1979





Club Tijuana Xoloitzcuintles de Caliente, Sports Manager.



Club Tijuana Xoloitzcuintles de Caliente, Sports Secretary / Licensed Football Coach, A License / Smart & Final, Finance Intern / Deloitte, Transfer Pricing Intern.



Bachelor's in Finance and Accounting, Loyola University Chicago (USA) / Sports Industry Essentials Programme, Columbia University (USA) / Diector Tecnico Titulado, Sistema Nacional de Capacitación (Mexico).



Djurgården Fotboll, Lead Supporter Liaison Officer (SLO) / **SD Europe**, SLO Development Officer.



SD Europe, Consultant / Swedish Football Association, National Team SLO / Swedish Football Supporters Union, Board Member / Proffice Aviation, Planning Coordinator.



English A degree, Högskolan Dalarna (Sweden).



Sid Kohli

06.06.1992





Henry Majale Siata

04.10.1976





BBC TV Sports News and Live Events, Assistant Producer / **Star Sports**, Sports Reporter and Presenter.



Sports Journalist / TV Reporter / CNN World Sport, Freelance Producer / BT Sport, Creative Producer.



MSc Sport Business and Innovation, Loughborough University (England) / Broadcast Journalism and Foreign Correspondence, Harvard University (USA).



Mathare Youth Sports Association (MYSAKenya), Academy Director.



East Africa Cup Executive Committee, Chairman / Street Football World Network, Global Board Member / Kenya Premier League Senior Management Committee, Member / East Africa Cup Technical Committee, Chairman.



Bachelor in Business Management, Moi University (Kenya) / Certified Public Accountant of Kenya (CPAK), Orbit School of Management (Kenya) / MYSA Academy Instructor Certification, Activities Communities Network (Kenya) / Diploma in International Relations and Culture, HALD Centre (Norway).



Sameh Masri

24.05.1981





Michael Mathys

03.09.1986





Palestine: Sports for Life, Chairman and Advisor in Sports for Development.



Palestine: Sports for Life, International Instructor Training of Trainers (TOT) / Street Football World Network, Active Member / Palestine: Sports for life, Managing the Football Trainers Network with the Palestinian Football Federation.



International Instructors Course, German Football Association (Germany) / BA in Physical Education, Al-Quds Open University (Palestine).



Fédération Internationale de l'Automobile (FIA), Project Officer – Secretary General for Sport Office.



FIA, Project Manager Sporting Department / FIA, Sporting Coordinator Sporting Department / City of Lausanne, Intern Sport Service / Volunteer and treasurer with local amateur team.



Master in Sport Leisure and Management, University of Lausanne (Switzerland) / Certificate of Advanced Studies in Sport Management, Swiss Graduate School of Public Administration (Switzerland) / Bachelor of Science in Sports Sciences and Physical Education, University of Lausanne (Switzerland).



João Menezes Lopes

22.09.1993





Naser Nasrollahzadeh

27.08.1983





Promosport.



Advisor for professional football players and intermediaries / Jurist at a Portuguese Law firm.



Law degree, Portuguese Catholic University (Portugal) / Portuguese Bar Association, Trainee Lawyer.



Ecole Polytechnique Fédérale de Lausanne (EPFL), Researcher.



AF Luc Dorigny women's team, Assistant Coach / Tehran Football Association, Youth Development / Gostaresh Soccer Academy, Coach and Director of Education Division / Moghavemat Tehran FC, Player.



PHD, Ecole Polytechnique Fédérale de Lausanne (Switzerland) / Master of Science, University of Tehran (Iran) / B Coaching Certificate (Iran).



Mahesh Reddy

11.05.1982





Joanne Salazar

01.01.1959





FIH Hockey Men's World Cup 2018, Marketing, Branding & Event Management Specialist.



Bangalore Bulls Football club, Director / Reliance Foundation Youth Sports Program, Project Head / Bangalore District Football Association, Member / Minerva Football Club, President.



Advanced Masters in Sports Administration & Technology, AISTS (Switzerland) / Bachelors in Engineering & Technology, VTU (India) / PG Certification in Digital Marketing, MICA-UpGrad (India).



QED Consulting Ltd, Director.



WConnection FC, Strategic Advisor / Trinidad & Tobago FA, Vice President / Trinidad & Tobago FA Grassroots Workshops, Joint Organiser / Caribbean Football Union, Member of the Audit Committee.



Certified Accountant, Chartered Institute of Public Finance & Accountancy (UK) / Post graduate degrees in Business Administration and Strategic Planning / Certification in Change Management, Business Excellence and Governance.



Domenico Santoro

29.02.1992





Peter Schmidli

27.12.1964





IQUII Sport, Digital Strategist.



UEFA EURO 2020 Rome, Volunteer Team Leader / UEFA Champions League Finals (Cardiff 2017, Kiev 2018 & Madrid 2019), Volunteer.



MSc International Management, LUISS university (Italy) / MSc Marketing Management, EDHEC Business School (France).



Credit Agricole Indosuez Wealth Management S.A., Chief of Staff.



Experience in football youth teams and academy structure.



Series 3, 7 & 8 exams in Securities & Brokerage, Merrill Lynch (Switzerland) / Sales skills degree, Princeton University (USA) / Bachelor in Commercial & Banking, Kaufmännische Lehre Swiss Bank Corporation (Switzerland).



Ahmed Shaaek

08.04.1987





17.04.1973





Bashundhara Kings Football Team, Marketing and Media Manager / **Euroconsult Mott MacDonald**, Consultant - Project Management & Business Development Team.



Bashundhara Kings Football Team, AFC Club Licensing Administrative system (CLAS) and FIFA TMS Manager / Liverpool FC football camp in Bangladesh, Volunteer / English FA level 1 award in Coaching Football (QCF) / Fulham FC foundation, Community Development Assistant Coach.



Master of Business Administration in Marketing, University of Dhaka (Bangladesh) / MSc Energy & Power Electronics, University of Warwick (England.



AT&T DIRECTV, Vice President OTT.



UEFA, Media Partner / Latin America Pay Television Service (LAPTV), Senior Vice President & Chief Marketing Officer / Latin America Pay Television Service (LAPTV), General Manager and Regional Director.



MBA, IAE Business School (Argentina) / Bachelor in International Business, Universidad de la Marina Mercante (Argentina).



Nicholas Thurston

13.08.1973





Michele Tiozzo Netti

11.04.1978





Supreme Committee of Delivery & Legacy (FIFA World Cup Qatar 2022), Venue Readiness Manager.



University of Otago Football Club (OUAFC), President / New Zealand Universities Football Council, Exco Member / New Zealand Football Association, Head of Marketing / Wellington Phoenix FC, Event Operations Manager / FIFA World Cup Russia 2018, FIFA Marketing Venue Manager.



Bachelor of Commerce, University of Otago (New Zealand) / Master of Business, University of Otago (New Zealand).



Professional in sponsorship, rights delivery, client services and commercial.



UEFA Champions League Final (Milan 2016 & Madrid 2019) / Football publications in 2016 / Cirque du Soleil, Business Development / Charity work.



Digital Transformation in Sport Course, Barcelona Sport Business Institute (Spain) / ESA Diploma in Sponsorship, European Sponsorship Association (England) / Master of Advanced Studies in Sport Administration and Technology (Switzerland) / Degree in Business Economics and Management, Ca' Foscari University (Italy).



Nicole Winkelhake

24.09.1970





29.12.1988





Football Supporters Europe e.V., Administration and Project Leader.



BallKult e.V., Committee Membership / FC. St. Pauli Museum, Volunteer / Fan.Tastic Females Exhibition, Volunteer / Horizonte Textil GmbH, Art Director.



Degree in History of Arts and Politics, University Münster (Germany) / Graphic Design Diploma, Kunstschule Alsterdam (Germany).



La Liga de Futbol Profesional, International Business Developer.



Real Madrid CF, Intern in VIP area / Adidas Group, Assistant Product Manager (Internship).



MBA in Sports Management, Real Madrid Graduate School – Universidad Europea (Spain) / Sports Marketing and Sponsorship Certifications, Barca Innovation Hub – Universitas (Spain) / Master Degree in International Business and Management, ICHEC Brussels Management School (Belgium).



Annisa Zhafarina Qashri

13.04.1995





Madura United FC, Chief Operating Officer.



Madura United FC, Kit and Jersey Designer / Persepam Madura, Jersey Designer / Bahana Securities, Research Associate.



Bachelor of Economics, University of Indonesia (Indonesia) / Exchange Student Programme, University of Queensland (Australia).



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