



2022/23 EDITION

UEFA CFM OPEN EDITION WHO'S WHO



ACADEMY

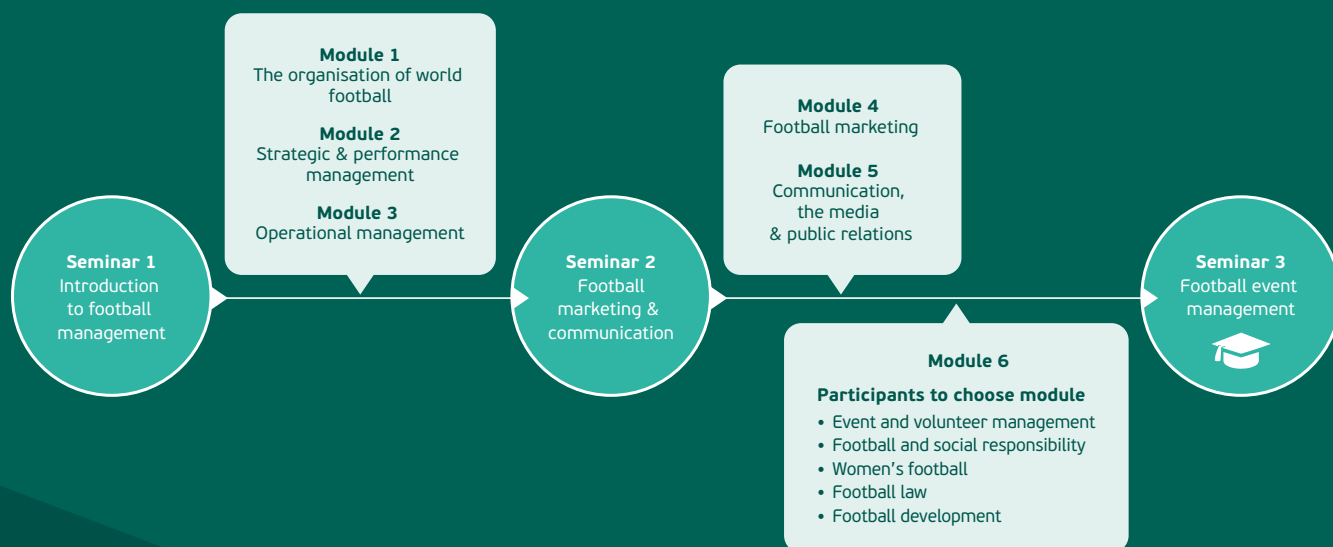
CFM

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 2'000 graduates. As a result of great interest from a wider audience, UEFA has developed this UEFA CFM Open edition for participants working in various fields in the industry but outside of UEFA's member associations. These participants are now able to benefit from the extensive UEFA CFM content and network needed to succeed in the industry.

Now in its fourth edition, the blended-learning approach of the UEFA CFM, comprising a mixture of e-learning and face-to-face seminars ensures participants can undertake the programme while continuing their jobs. There are 10 online modules and three seminars each addressing a key area of the management of a football organisation. Delivering in collaboration with IDHEAP, University of Lausanne and leading experts, the programme provides the essential knowledge for participants to take their careers in football to the next level.



INTERNATIONAL PARTICIPANTS



UEFA CFM IN NUMBERS



NUMBER OF
PARTICIPANTS **34**

19 NATIONALITIES
AROUND THE WORLD

19 DIFFERENT LANGUAGES
SPOKEN

AREAS OF WORK

- Clubs
- League
- Confederation
- Regional associations
- Refereeing
- Marketing agency
- Sporting apparel
- Sporting events
- NGOs
- Journalism
- Consultancy
- Financial advisory
- Education



Pedro Acosta



Club Nacional de Football,
Football Management Intern



Universitario de Deportes, Women's Football & Sports
Coordinator / VANNA, Business Manager



Professional Master in Football Business, The Football
Business Academy (Switzerland) / Bachelor's Degree
in Business & Sport Management, Universidad Peruana
de Ciencias Aplicadas (Peru)



English, Spanish, Portuguese & French



Mohammad Almusharraf



Alhilal Club, Marketing Manager



Alhilal club, Partner's Relationship & Services
Manager / King Khalid International Airport,
Terminal Operation Agent



Master of Science in International Business
Management, University of Wolverhampton (UK) /
Bachelor of Science in Accounting & Finance, John
Moores University (UK)



Arabic & English



Tigran Avetisyan



Macron, Country Manager



Coeclerici, Regional Resident Manager / 4 Sights Sports
& Leisure, CRM Marketing & Business Developer



MBA in Football Industries, University of Liverpool (UK) /
MA in Diplomacy and International Relations, University
of Padua (Italy) / BA in International Relations, University
of Padua (Italy)



English, Italian, Russian, Spanish & Armenian



Oscar Carlson



BK Astrio, Club Manager



Halland Football Association, Member of the Football
Committee / Young Stock Savers, Vice-Regional
Manager



Bachelor's Degree Psychology with Specialisation in
Sports & Exercise, Halmstad University (Sweden) /
Seperate courses in Sports Law, Sports Management /
Business Administration



Swedish & English



Petru Ciochirca



Austrian Football Federation, FIFA Referee



DDr. Micolini, Director / Translator for Romanian language



Bachelor of Arts in Sports Management, IUBH Bonn (Germany) / UEFA B Licence



Romanian, German, English & French



Joshua Cornelius



Consultant, Recruitment



Executive Researcher / Football Scout



Bachelor of Business Administration, Hult International Business School (USA/UK)



English, French, Spanish & Italian



Josselin Croisé



RAAL – La Louvière, International Development



AFC Tubize, General Manager / World Players Placing, General Director / Mint Partners Equities, Sales Broker



MBA, IAE Aix-en-Provence (France) / Master 2 Droit du Sport, Université de Droit Aix-en-Provence (France)



French, English & Spanish



Léa Dolzani



Nike France, Community Sports Brand Manager Paris



Nike France, Football Brand Manager Paris / Nike Europe, Football Brand Specialist CEE & WE



MSc In Business Management, Grenoble Business School (France)



French, English & Italian



Victor Edeh



VOE Foundation, FC Bayern Youth Cup Nigeria
Tournament Director



Nigerian Football Federation, Referee Development
Officer / Anambra State Government 2022 Transition
Committee, Sport Consultant / Sheffield Wednesday
Ladies, U18 Coach



MSc Sports Business Management and Policy,
Manchester Metropolitan University (UK) /
MSc Advanced Materials Engineering, Sheffield Hallam
University (UK) / Sport Industry Essentials Certificate,
Columbia University (USA)



English & Igbo



Andrew Fiducia Stuart



Sports Elite Magazine, Co-Founder



EAF, Co-Founder / 11 De Legende, Co-Founder /
AgentFootball.fr, Co-Founder



French & English



Li Gan



Hashtage Sport, Business Partner



Shanghai United Sport, Owner /
Desports China, Global Business Development



Master's in Business Management with Marketing
Management, Northumbria University (UK) /
Bachelor in Business Information Management,
Northumbria University (UK)



English & Chinese



Dan Greenwood



AoC Sport, National Football Development Manager



AoC Sport, National Football Development Manager /
British Cycling, Regional Events Officer /
Hampshire FA, Children & Young people Football
Development Officer



Sports Development BSc, University of Portsmouth (UK)



English



Francois Kerguillec



Yverdon Sport FC, Medical Manager



Swiss Olympic Tour, Senior Sport Physiotherapist /
Yverdon Sports, Physiotherapist /
Clinique Générale Beaulieu, Physiotherapist /
Ice Hockey Club, Head Physiotherapist



Master in Sport Management and Marketing,
INSEEC Chambéry (France) / Master in Science of Human
Movement and Strength Conditioning, Université
Grenoble Alpes (France)



French & English



Franziska Kläy



FC Luzern, Event Manager



Number 8 AG, Project Manager /
Blue Box Distribution AG, Marketing Employee



MBA Sports Management, Middlesex University
(UK) / BSc in Business Communications,
Hochschule für Wirtschaft Zürich (Switzerland)



German, English & French



Nikolay Kirchev



PFC Ludogorets 1945, Team Manager



PFC Chernomore Varna, Technical Assistant
& TMS Manager



BA (Hons) Football Studies & Business, Southampton
Solent University (UK) / Executive Masters in Football
Business, IFBI Brussels (Belgium)



Bulgarian, English & French



Leopold Koch



Siemens AG, Consultant for Global Business
Projects and Transformations



DFB EURO GmbH, Venue Marketing Coordinator /
DO & CO München GmbH, Tour Guide at Allianz Arena



MBA Sport Management, University of Bayreuth
(Germany) / BA in Business Administration, University
of Applied Sciences Ingolstadt (Germany)



German, English, Spanish, Portuguese & French



Rodolfo Manica



Tifosy Capital & Advisory, Senior Analyst



Master's in Management, ESADE Business School (Spain) / Master's in Finance, ESADE Business School (Spain) / Bachelor's in Economics and Finance, Bocconi University (Italy)



Italian, English, Spanish & Swedish



David Menart



Lille Olympique Sporting Club,
Director of Administration & Sports Life



LOSC Academy, Administrative & Educative Manager /
LOSC Lille, Educator



Master in Education & Motor skills, Faculty of Sport Lille (France) / Bachelor's Degree in Education and Motor Skills Sport, University of Lille (France) / Master in Management and Administration of Sports and Leisure Organisations, University of Lille (France)



French, English, Spanish & Portuguese



Yevgeny Merkel



Excelion Partners International Ltd, Managing Partner



Vitesse Arnhem, Chairman of the Supervisory Board / Egon Zehnder International, Consultant / McKinsey & Co, Consultant



MBA, University of South Carolina (USA) / Certificate in Corporate Finance, Entrepreneurship & Private Equity, London Business School (UK) / Diploma in International Relations, Moscow State University (Russia)



English, German & Russian



David Mizda



Mentors & Partners Group, Consultant



Rise Analysis, Sports Development Consultant / British Telecom, Global Account Manager / Garbanga AG, Sales Executive



Bsc in Finance Management, International Business School of Budapest (Hungary) / Bsc in Management, European School of Economics Milan (Italy)



English, Spanish & Hungarian



Ferdinand Naza



Azan Academy, Procurement Director



Nigerian Bar Association, National Assistant Publicity Secretary / Anambra State All Sports Club, Secretary / Ebonyi State University Football Team, Coordinator



LLB Law degree, Ebonyi State University (Nigeria) / Barrister-at-law, Nigerian Law School (Nigeria)



English



Milen Nikolov



Palms Bet, Project Manager



CSKA 1948 FC, Marketing Director / Yantra Gabrovo FC, CEO / Vitosha Bistritsa FC, Press Director and Operational Partner



Master in Sports Management, National Sports Academy (Bulgaria) / Bachelor in Sports Journalism, Sofia University (Bulgaria)



English, German & Italian



Pedro Paiva



Alexandria Soccer Association, International Program Director



Gol Brasil, Executive Director / AOXY Experiences, Executive Director / D.C. United, Marketing Manager



MBA, The American University's Kogod School of Business (USA) / Bsc in Civil Engineering, Universidade Federal de Minas Gerais (Brazil)



English, Portuguese & Spanish



Jorge Orgianos



UEFA, Telecom and Event Support Specialist



Freelance Translator / VANNA, Business Manager



Bachelor's Degree in Spanish Filology, Universidad de Salamanca (Spain) / Master's Degree in Translation and Intercultural Mediation, Universidad de Salamanca (Spain)



French, Spanish, Greek & English



Ou Panhasoketya



Visakha FC, CEO



Cambodian National Police, Police Officer /
H.E. Sar Sokha Cabinet, Assistant



Bachelor in International Relations, Royal University of
Law and Economics (Cambodia) / Executive Masters
of International Business Law, Universite Libre de
Brussels (Belgium) / Analysis, Development and Strategic
Planning in Sports Facility, Barca Innovation Hub (Spain)



Khmer & English



Luka Pavlovic



LASK, Head of Coaches Academy and U18



SK Strum Graz, Youth Coach / FC Red Star Belgrade,
Youth Coach



Master of Arts Management in Sport, FH Joanneum
Graz (Austria) / Master of Arts in Management of Sport,
FH Joanneum Graz (Austria) / UEFA A Licence



English, German & Serbian



Oksana Ralchenko



UEFA, Arrivals & Departure Coordinator (Freelance)



UEFA, ETRN Host City Manager / LOC Winter Olympics,
Head of Unit, transport services for client groups



Master of Philosophy, Taras Shevchenko National
University of Kyiv (Ukraine)



English, French & Ukrainian



Bruno Richard



Miami Strike Force Lions FC, Head coach (U13)



Estée Lauder Companies, Vice President Corporate
Management ELC brands / Estée Lauder Companies,
General Manager Korea, Japan, Oceania & Pacific /
Shiseido Cosmetics Corp., Expert Director



Bachelor of Business Administration,
MBA Institute Paris (France) / MBA, Case Western
Reserve University Cleveland (USA)



English, French & Spanish



Mariam Shash



El Gouna FC, Head of Operations & Marketing



Eleven Football Management, Operations Manager



Bachelor of Arts, American University Cairo (Egypt) /
IB at the American School in Cairo (Egypt)



English & Arabic



Marlene Stenvert-Bloemhard



KNVB Travel - Zoover Sports & Events,
Travel Manager (Boards)



ING, Senior Event Manager / Nijenrode Business
University, Marketeer



Bachelor in Commercial Economics, University of
Amsterdam (Netherlands)



Dutch, English, French & German



Nicolò Trambajolo



Advanced Sports Instruments, Business Developer



Media Planet Lausanne, Project Manager / ISC Geneva,
Partnerships Manager / Servette FC, Salesman



Diploma in Marketing, McGill University (Canada) /
Bachelor in Economics and Management, University of
Montreal (Canada)



Italian, English & French



Manoel Tranajura



Esporte Clube Vitoria, Soccer Manager



Antonius Assessoria, Market Analyst / Primus
Consultoria, Development Director.



Bachelor of Business, Universidade Salvador (Brazil) /
Specialisation Football Management, Confederação
Brasileira de Futebol (Brazil)



Portuguese & English



Tom Van Den Abbeele



Royal Excelsior Virton, General Manager



NAC Breda B.V., Technical Director /
STVV, General Manager of Sports / PSV, International
Youth Scout / Norwich City FC, International Senior Scout



Bachelor in Office Management, HoGent Aalst
(Belgium) / Master International Sports Management,
ESBS Valencia (Spain)



English, Dutch, French & Spanish



Aleksandar Vazic



Football Agent



FK Novi Sad, Sports Director



Management High School, Novi Sad (Serbia)



English, Serbian & Bulgarian



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