



2021/22 EDITION

UEFA CFM OPEN EDITION WHO'S WHO



ACADEMY

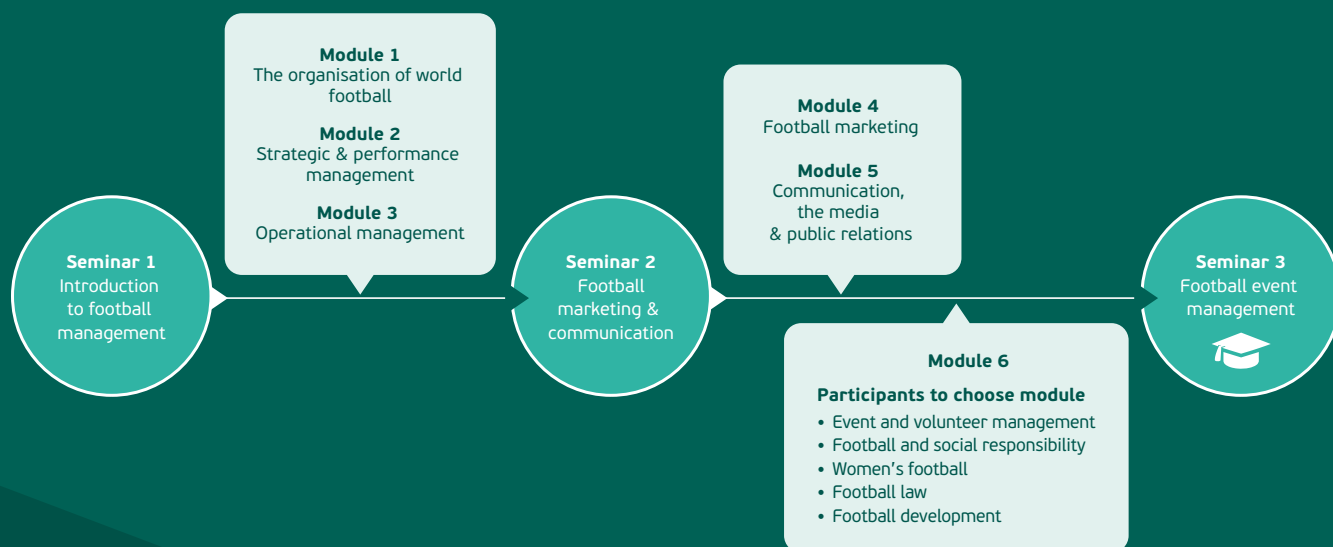
CFM

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 1'500 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 the national associations. These participants will now be able to benefit from the extensive UEFA CFM content and network needed to succeed in the industry.

Now in its third open 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. Delivered 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 **33**

27 NATIONALITIES
AROUND THE WORLD

20 DIFFERENT LANGUAGES
SPOKEN

AREAS OF WORK

- Clubs
- Leagues
- Sports broadcasting
- Regional associations
- NGOs
- Football start-ups
- Supporter groups
- Law firms
- Consultancy
- Financial services
- Confederations
- Sports data firms



Didac Asension



Transport Public Geneve, Sales Advisor.



UEFA, Team Liaison Officer / Media Operations Volunteer at UEFA / Stadium and fans volunteer at UEFA.



Postgraduate Diploma in Sport Management, Johan Cruyff Institute (Netherlands) / Bachelor's degree in Communication and Marketing, Universitat Oberta de Catalunya (Spain).



Spanish, Catalan, English, French & Portuguese.



Sean Bai



Valencia CF, Academy General Director.



Valencia CF Foundation, Board of Trustees / Singapore Trade Office, Senior Assistant Trade Representative / Singapore Ministry of Foreign Affairs, Assistant Director.



Masters in Public Policy, Peking University (China) / Bachelors of Arts with Honours, National University of Singapore (Singapore).



English, Mandarin & Spanish.



Marie-Isabel Bock



Bavarian Football Association, Event Coordinator for Football Camps.



German Football Association, team management of the Female National Teams / German Football Association, Team Liaison Officer / FC Kaiserslautern, Intern Football Youth Academy / Adidas, Brand Ambassador Football.



BSc Sport Management, University of Leipzig (Germany) / MSc Sports Business, University of Liverpool (UK).



German, English & Spanish.



Walid Bouzouba



Freelance consultant in Sports & Events.



Sportfive, Marketing Operations Director Africa / Altran, Project Management Consultant.



Sports Management Masters, MBA ESG Paris (France) / Master of Science in Engineering, ENSEA Paris (France).



English, French & Arabic.



Jules Challandes



Brasport SA, Account Manager.



Bergeon SA, Back Office Sales Assistant / Matchworld Football, Junior Manager.



Bachelor in Business Economics, HEG Arc Neuchâtel (Switzerland) / Federal Certificate as a Commercial Employee, Kantonsschule Enge Zurich (Switzerland).



French, English & German.



Yevgeniy Chuprun



FC Shakhtar, Team Manager.



FC Shakhtar, Logistics Assistant / FC Shakhtar, U21 Head Coach Assistant.



Master's in history, Donetsk National University (Ukraine) / Bachelors in FER management, Donetsk University of Management (Ukraine).



English & Ukrainian.



Alessandro Cipolla



Decathlon Italia, Sport Leader.



Compass Banca S.p.A, Financial Advisor.



Master's Degree in Management and Economics, Università Degli Studi di Udine (Italy) / Bachelor's Degree in Business Administration and Management, Università Degli Studi di Bari (Italy).



Italian & English



Alexandre Defait



Paris FC, Football Coach and Scout.



CA Paris 14, Head of Football U6-U9 and Head of Administration / Paris Football League, Commission Member.



UEFA A Coaching Licence, French Football Federation (France) / Master's Degree in Professional Coaching, Coaching Superior School (France) / Diploma in Video Expertise, Lille University (France).



English & French



Amobi Ezeaku



Rangers International FC, Team Manager/TMS Manager.



Nigerian Football Federation, Legal Officer / Nigerian Players' Union, Legal Advisor / Okechukwu Ajunwa & Co Chambers Abuja, Legal Counsel.



LLB in Law, University of Nigeria (Nigeria) / BL in Law, Nigeria Law School Abuja (Nigeria) / LLM (Master) in Law, University of Nigeria (Nigeria).



English, Igbo & French.



Rongtian He



HastageSport, CEO.



Aston Villa FC, Director.



Master Degree in Sport Management, Loughborough University (UK) / Bachelor Degree International Finance, South China Normal University (China).



English, Mandarin Chinese & Cantonese Chinese.



Gregoire Henry



UEFA, Chief of Travel, Accommodation and Conferences.



Merck Serono, International Convention Manager / MCI, Account Manager / International Animation Movies Festival Annecy, Logistic Assistant.



Master in Sports Event Management, ESC Troyes (France) / MSc in Management, IUP Annecy (France) / BTEC Higher National Diploma in Marketing, IUT Annecy.



English & French.



Thomas Holder



Wycombe Wanderers, Chief Commercial Officer.



Watford Football Club, Assistant Football Secretary / The Football Association, Player and Coach Development Coordinator.



HE Certificate in Professional Football Management and Administration, Southampton Solent University (UK) / Undergraduate Degree Geography, University of Brighton (UK).



English.



Robert Kessels



Dutch Lions FC, Managing Director.



Elevate Sports, Vice President Sales.



Fundamentals of Sports Management, New York University (Netherlands) / Master of Business Administration, University of Amsterdam (Netherlands) / Bachelor in Commerce (sports), Fontys Hogeschool (Netherlands).



Dutch & English.



Sonja Kienzler



Bavarian Football Association, Branch Office Manager.



Health Department Ansbach, Contact Tracing Team / Adidas, Digital Brand Marketing Internship / Erhard Sport International, Marketing & Product Management Internship.



BSc Sports, Business and Law, University of Bayreuth (Germany) / UEFA A Licence, German FA (Germany).



German & English.



Elad Levin



SoccerStars Ltd, Founder and CEO.



UEFA Europa League, Local Assistant / ISSTA Ltd, Sports Team Department Manager / Aviation Links Ltd, Business Development Manager.



BSc Management of Technology, HIT (Israel) / Master Degree in Sport Management, Johan Cruyff Institute (Spain).



Hebrew, English & Italian.



Pedro Lima



SISU Venture Partners, Partner.



TINMO, Partner / Aguas de Niteroi, Finance Department Intern / Illinois Institute of Technology, Student Assistant.



Certificate in Sport, Media and Entertainment, Harvard Business School (USA) / Stadia Management Course, Event and Venue Management Institute (UK) / Bachelor of Science in Business Administration, Illinois Institute of Technology (USA).



English, Spanish & Portuguese.



Sedat Limani



FC 2 Korriku, Manager.



LTA LLC, CEO / United Nations, Project Manager / ICRC Geneva, Project Assistant.



Master of Education, University of Calgary (Canada) / CELTA certified, University of Cambridge (UK) / BA in English Language and Literature, University of Pristina (Kosovo).



English, Albanian, Serbian, Bosnian & Croatian.



Haeng Ly



Phnom Penh Crown FC, General Manager.



Football for Life, Director / Salst Academy, Director / Spirit of Soccer, Coaches Leader.



Business Administration Bachelor Degree, University of Battambang (Cambodia) / Sport for Social Exchange Programme, Kick Fair Organisation (Cambodia).



Cambodian & English.



Abdulla Mubarak



UAE Pro League, Senior Club Licensing Officer.



Bachelor of Business Administration, Al Hosn University (UAE) / High School Certificate, Abed Al Qadir Al Jazaeri Boys School (UAE).



Arabic & English.



Paul Nelson



St Prex Consulting, Independent Consultant.



Impact Soccer Ltd, Chief Financial Officer and Founder / Telstra Corporation, Senior Finance Programme Manager / Skybridge Ltd, Chief Financial Officer / BBC, Senior Finance Programme Manager,



Bachelor of Economics, University of Strathclyde (UK) / UEFA Academy, UEFA Financial Management Programme (Switzerland) / Certificate in Digital Innovation in Finance, ACCA (UK).



English.



Steffen Nielsen



Odense Boldklub, Team Manager International Affairs.



Odense Boldklub, Finance Manager / Odense Boldklub Merchandise Manager.



Ap Degree in Business Specialised Sales, Merchandising and Marketing Operations, Tietgen Business College (Denmark).



Danish & English.



Yann Piquet



Havre Athletic Club, Head of Servicing and Events.



LOSC Lille, Head of Commercial Operations / LOSC Lille, Head of Events / Grand Stade Rayonnement, Head of Events.



Master in Management of Sports Organisations, University of Lyon (France) / Bachelors degree in Management & Marketing of Sports Products, University of Lyon (France).



English & French.



Khais Rahmanie



La Liga, International Business Development Delegate for Central Asia.



Ruiz-Huerta & Crespo, Sports Lawyer / Sportia Law Firm, Legal Trainee / Real Madrid C.F., Legal Trainee.



Master Sports Law, La Escuela Universitaria Real Madrid (Spain) / Master Corporate & Business Law, VU University Amsterdam (Netherlands) / Bachelor of Law, VU University Amsterdam (Netherlands).



Persian, Dutch, Spanish, German, Russian & English.



Mike Reinhardt



Gazprom Germania, Project Manager Sponsoring.



OMD Germany, Media Planning and Consulting Executive / Brazilian Soccer Schools, Marketing and Business Development Assistant.



International Business Administration and Foreign Trade Diploma, University of Applied Science Worms (Germany).



German, English & Spanish.



Salahuldeen Salah



Minigols, Business Development Representative.



Jogo.ai, Brand Ambassador / UEFA EURO 2020, Commercial Operations Volunteer / World Football Summit, Executive Associate.



Bachelor of Business Administration and Finance, University of Chichester (UK) / Bachelor of Business Administration, Ain Shams University (Egypt).



Arabic, English & Spanish.



Faizan Sameer



Eighteen FC, Head Coach.



Public News Islamabad, Marketing Manager and Sports Journalist / Boom on Live (ATV), TV Host and Associated Producer / Edopia, Football Coach.



Masters of Project Management, Szabist Islamabad (Pakistan) / Bachelors of Business Administration, Bahria University Islamabad (Pakistan).



Urdu & English.



Paulette Fortes Sanchez



Supreme Committee for Delivery and Legacy (Qatar), Operations Manager.



Qatar Museums, Operations and Finance Consultant / General Electric, Procurement Specialist.



Diploma in Major Events Management, Josoor Institute (Qatar) / Bachelors Degree in Marketing, Impacte Internationale (France) / Diploma in Business and International Commerce, Ecole Supérieure de Gestion (France).



French & English.



Luiz Roberto Siano



Siano & Martins Advogados Associados, Founding Partner.



Professor at the University of Southampton and University of Lisbon / Petrobras, Chaterman / Petrobras, First Nautical Officer.



Master of Law, Rio de Janeiro Sate University (Brazil) / Degree in Juridical Science, University of Santa Ursula (Brazil) / Degree in Nautical Science, Centro de Instrucao Almirante Graca (Brazil).



Portuguese, English & Spanish.



Anders Solheim



Anti-Doping Norway, CEO.



Norwegian Olympic Committee and Confederation of Sports, Head of Department, Ethics and Anti-Doping / Ministry of Culture, Adviser / Lillestrom High School, Physical Education Teacher.



Executive Master of Management, Norwegian Business School (Norway) / Master Degree, Norwegian School of Sport Science (Norway) / Bachelor in Culture and Sport Administration, Norwegian School of Sport Science (Norway) / Basic Course in Public Law, University of Oslo (Norway).



English & Norwegian.



Denis Šorli



Osijek FC, Event Manager.



Rijeka FC, Marketing Manager / Istra 1961, Project Manager.



Master's Degree Economics, University of Rijeka (Croatia) / Bachelor Degree Economics, University of Rijeka (Croatia).



Croatian, Serbian, Slovenian & English.



Alan Tamayo Llanos



Mexican National Team, eFootball Team Manager.



Resaca Americanista, Director / Dorados de Sinaloa, Intern.



Degree in Sport Management, Universidad Europea de Madrid (Spain) / MBA in Management of Sports Entities, Escuela Universitaria Real Madrid (Spain) / Diploma in Marketing and Sports Business, Johan Cruyff Institute (Barcelona).



Spanish, English & French.



Sayeed Muksith Thangal



Supreme Committee for Delivery and Legacy (Qatar), Senior IT Specialist.



FIFA Club World Cup 2020, Spectator Service Venue Assistant Manager / AFC Champions League Final 2020, Spectator Service Coordinator / Generation Amazing, Community Coach.



Bachelor Degree in Computer Science, RVS College of Arts and Science (India) / Diploma in Sports Communication and Fan Engagement, Barca Innovation Hub (Spain).



English, Hindi, Malayalam, Tamil.



**Heng
Zhang**



Hashtage Sport, Marketing Manager.



Loughborough University,
Lifestyle Football Sessions Activator.



BSc in Sport Management, Loughborough University
(UK) / A-levels, Chelsea Independent College (UK).



English & Mandarin.

UEFA TEAM

Thierry Favre



Chief of National Associations
Development



Thierry.Favre@uefa.ch

Thomas Junod



Head of UEFA Academy



Thomas.Junod@uefa.ch

T +41 22 707 2919

M +41 79 829 2919

Dudley Langelier



UEFA Academy
Programme Assistant



Dudley.Langelier@uefa.ch

T +41 22 707 2579

M +41 79 829 2579

IDHEAP TEAM

Mickaël Terrien



Professor



mickael.terrien@unil.ch

Colm Hickey



Assistant



colm.hickey@unil.ch

Jérôme Berthoud



Assistant



jerome.berthoud@unil.ch



UEFA
ROUTE DE GENÈVE 46
CH-1260 NYON 2
SWITZERLAND
TELEPHONE: +41 848 00 27 27
TELEFAX: +41 848 01 27 27
UEFA.com