



# WHO'S WHO

## 2024 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 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 Collaborative meetings during and between seminars, where participants provide enriching feedback 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.

The participants are presented in the following pages within their dedicated coaching groups. Each group comprises around six participants, with the support from one of the four experienced programme coaches.



**24**  **PARTICIPANTS**

**18** **NATIONAL ASSOCIATIONS REPRESENTED**

**1** **UEFA STAFF**

**5** **OTHER ORGANISATIONS**



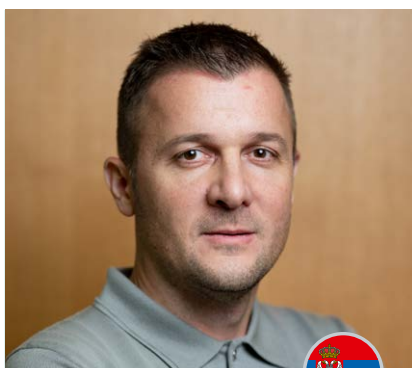
**Jim Pulcrano**  
Coach



Independent consultant and  
professor of management



IMD Business School, Switzerland



**Marko  
Vjetrovic**



**Capital Sports**  
General Manager



**Nicholas  
Thurston**



**FIFA**  
Senior Competitions  
Manager



**Helena  
Puskar**



**Croatian Football  
Federation**  
Event Manager



**Theodora  
Marinou**



**Hellenic Football  
Federation**  
Head of Referee's Unit



**Chris  
Milnes**



**UEFA**  
International Relations  
Project Specialist



**Yngvar  
Hakonsen**



**Football Association  
of Norway**  
Manager





**Mikkel Draebye**  
Coach



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



SDA Bocconi, Italy



**Hendrik  
Stich**



**Hankook Tire Europe**  
Head of Sponsorship



**Walter  
Holleran**



**Football Association of  
Ireland**  
Head of Grant Funding &  
Infrastructure



**Viktorija  
Todorvska**



**Football Federation of  
North Macedonia**  
Administrative Assistance  
in Finance



**Hanna  
Korpimäki**



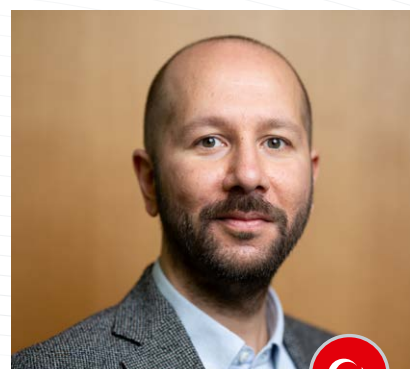
**Football Association  
of Finland**  
CRM & Data Manager



**Sébastien  
Joubin**



**French Football  
Federation**  
Project Manager



**Tayfun  
Neidim**



**Turkish Football  
Federation**  
Club Licensing Senior  
Manager



**David  
Loschelder**  
Coach



Professor for Business Psychology  
and Experimental Methods, Leuphana  
University Lüneburg



Leuphana University of Lüneburg,  
Germany



**Nenad  
Monev**



**FC Rabotnicki**  
General Secretary



**Vaso  
Mijanovic**



**Bosnia and Herzegovina  
Football Federation**  
Chief of Marketing and  
Promotion Department



**Gritt  
Bröning**



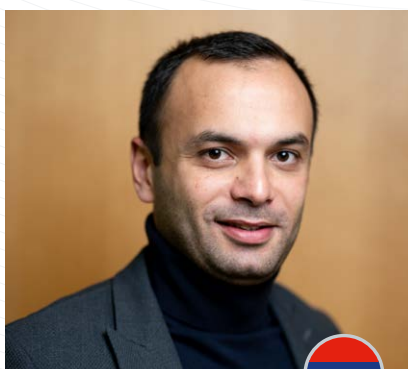
**German Football  
Association**  
Senior Manager Girls  
& Women's Football  
Development



**Stephen  
Azzopardi**



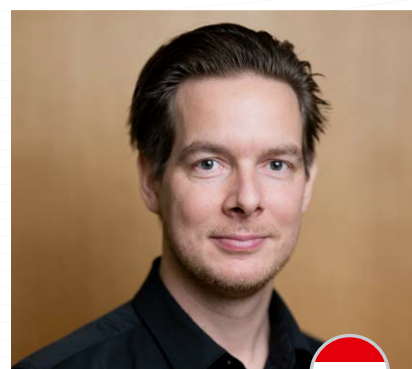
**Malta Football  
Association**  
Director Football Operations



**Vahan  
Berakchyan**



**Football Federation  
of Armenia**  
Head of Licensing Unit



**René Van  
Baren**



**Royal Netherlands  
Football Association**  
Head of Club Development



**Nanette Orsini**  
Coach



Independent consultant  
and leadership professional



Leuphana University of Lüneburg,  
Germany



**Yevgeny  
Merkel**



**Excelion Partners  
International Ltd.**  
Managing Partner



**Nicholas  
Frith**



**The Football Association**  
Senior Women's League  
Manager



**Eva  
Nõmme**



**Estonian Football  
Association**  
Head of Public Relations &  
Partnerships



**Konrad  
Klecha**



**Polish Football  
Association**  
Project Manager



**Joao  
Brito**



**Portuguese Football  
Federation**  
Director of Health &  
Performance Unit



**Vlad  
Munteanu**



**Romanian Football  
Federation**  
Sport Director



## UEFA TEAM

**Thierry  
Favre**



Chief of National  
Associations Development

**Thomas  
Junod**



Head of  
UEFA Academy

**Dudley  
Langelier**



UEFA Academy  
Programme Coordinator

## IDHEAP TEAM

**Mickaël  
Terrien**



Professor

**Colm  
Hickey**



Assistant

**Jérôme  
Berthoud**



Assistant



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