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 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.

23 PARTICIPANTS  16 NATIONAL ASSOCIATIONS REPRESENTED  1 UEFA STAFF  6 OTHER ORGANISATIONS
Jim Pulcrano
Coach

Nigel Keady
Republic of Ireland
Football Association Ireland
Regional Manager
Strategic alignment, planning & operations

Indrit Canolli
Kosovo
Football Federation of Kosovo
HatTrick Programme Manager
National Camp Hajvalia

Taneli Sopanen
Finland
Football Association of Finland
Head of Member Services
eFootball Strategy

Akaki Chkhaidze
Georgia
WFC Lanchkhuti
Club Manager
Value Added Reality

Aleksandra Pejkovska
North Macedonia
Football Federation of North Macedonia
Marketing Manager
Brand Identity for Women’s League

Alexandre Mattos
Brazil
Clube Athletico Paranaense
CEO
More than a game
Mikkel Draebye
Coach

Professor of Strategy, Entrepreneurship and Sports Management, SDA Bocconi school of Management
DFLM module: Project planning and presentation

Diana Bulgaru
Moldova
Football Association of Moldova
Grassroots Club Development
Grassroots Club Development

Maksims Krivunecs
Latvia
Latvian Football Federation
Head of Business Development
Empowering Digital Transformation

Mariet Louhento
Finland
Kansallinen Liga
President
Football as a career

Nicolas Belziti
Argentina
UEFA
Commercial Operations Manager
UEFA & CONMEBOL partnership

Paulo Ferreira
Portugal
Portuguese Football Federation
Finance Director
Finance for the future of Portuguese Football

4 | UEFA DIPLOMA IN FOOTBALL LEADERSHIP AND MANAGEMENT
Nanette Orsini

Independent consultant and leadership professional
DFLM module: Leadership
Coach

Aled Lewis
Wales
Football Association of Wales
Head of Facility Investment & Operations
Establishing the Cymru football foundation

Andrei Angelescu
Romania
Romanian Football Federation
Insights Lead
Insights strategy for the national team

Keith Gibson
Northern Ireland
Irish Football Association
Football Development Manager
Sustainability in the Irish FA

Marko Cepelnik
Slovenia
Slovenia Football Association
Competitions & Club Licensing Manager
NZS educational centre

Mike Reinhardt
Germany
SEFE GmbH
Project Manager
Soccerbot 360

Sviatlana Hrynkevich
Belarus
Belarus Football Federation
Deputy Director International – Legal Department
Women’s Youth League
David Loschelder
Coach

Professor for Business Psychology and Experimental Methods, Leuphana University Lüneburg
DFLM module: Negotiation

Abdulla Mubarak
UAE
UAE Pro League
Club Licensing Manager
Financial stability project

Amadeo Duarte
Switzerland
Swiss Football Association
Team Operations Manager
Diploma in Team Management

Irma Sanzone
Italy
Italian Football Association
Home Match Manager
Youth football – streaming & social media

Kamran Valiyev
Azerbaijan
Association of Football Federations of Azerbaijan
Deputy General Secretary
AFFF e-learning platform

Rodrigo Garza
Spain
Fund Sports Business
CEO
Multiclub Ownership Model

Sunny Mileva-Panueva
Bulgaria
Bulgarian Football Union
Project Manager
Development of Women’s Football Team
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