



WHO'S WHO

2023 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 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



Independent consultant and professor of management



DFLM module: Project conceptualisation



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



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



Mikkel Dræbye

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 Liiga
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



Nanette Orsini

Coach



Independent consultant
and leadership professional



DFLM module: Leadership



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



AFF e-learning platform



**Rodrigo
Garza**



Spain



Fund Sports Business
CEO



Multiclub Ownership Model



**Sunny
Mileva-Paneva**



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





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