



2020/21 EDITION

# UEFA CFM OPEN EDITION WHO'S WHO



ACADEMY

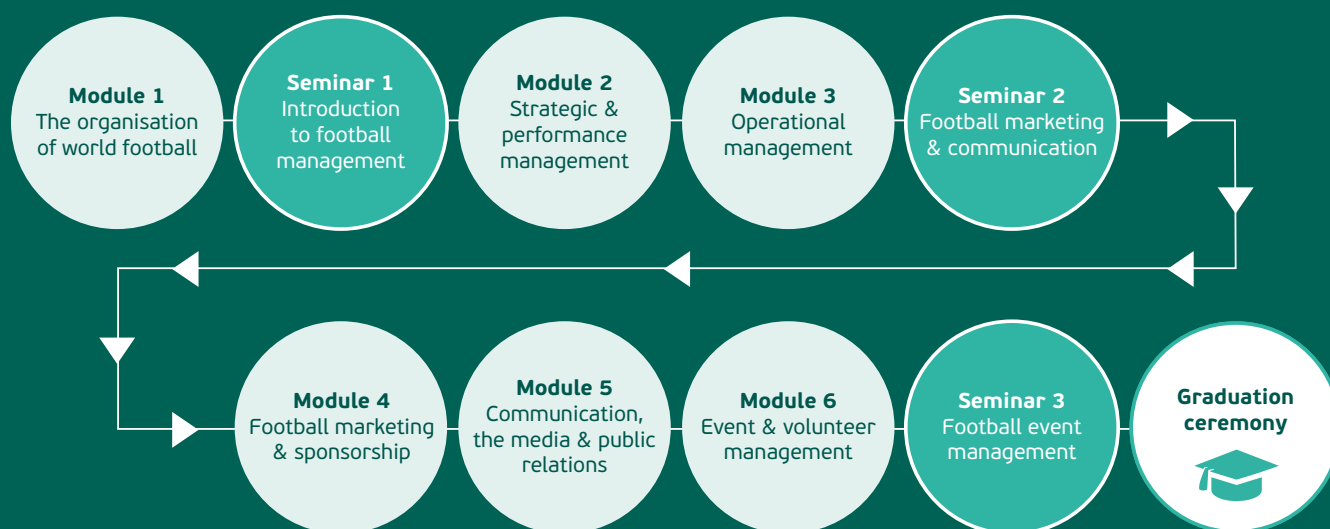
# CFM

# 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 1,000 graduates. As a result of great interest in the programme from a wider audience, this will be the first UEFA CFM open edition with participants working in the industry but outside the national associations, who will benefit from the programme.

The blended-learning approach of the UEFA CFM, comprising a mixture e-learning and face-to-face seminars, has been carefully designed with the Swiss Graduate School of Public Administration (IDHEAP) and leading experts to ensure the highest quality programme. There are six online modules and three face-to-face seminars each addressing a key area of football association management while providing the essential knowledge needed for people working in the football industry.



# INTERNATIONAL PARTICIPANTS



## UEFA CFM IN NUMBERS



NUMBER OF PARTICIPANTS **33**

**22**

NATIONALITIES  
AROUND THE WORLD

**20**

DIFFERENT LANGUAGES

SPOKEN



**5 WOMEN**

**28 MEN**



### AREAS OF WORK

- Football clubs
- Leagues
- Sports broadcasting
- Media agencies
- NGOs
- Education
- Supporter groups
- Law firms
- Consultancy
- Financial services
- Marketing agencies
- Sports data firms





## Agent Sawu

24.10.1971



Zimbabwe Football Association, Under 15's National Team Coach.



The Bantu Academy, Technical Manager / Bantu Rovers Football Club, Team Manager / Professional Football Player at Athletic Paphos FC, SC Kriens, FC Luzern, BSC Young Boys, FC Basel, FC Wil, ChongQing Lifan FC, Durban Stars FC, City Pillars FC.



Soccer Management and Scouting, Sports Management Worldwide (USA) / CAF Coaching Licence C & B, Zimbabwe Football Association / UEFA B Coaching Licence, the FA (UK).



English & Swiss German.



## Alain Goma

05.10.1972



Algom Property, Director.



Former Professional Football Player at Al Wakrah, Fulham FC, Newcastle United, Paris Saint-Germain FC & AJ Auxerre.



FA Coaching Licence level 2 (UK) / Baccalaureat B Economics, Ecole du Moulin de Preuilly (France).



French & English.



## Altay Daumov

04.08.1987



KIFS Football Academy, Founder.



Kazakhstan Football Federation, Deputy Director of the Licensing Department / JSC Supranational "SEC", Chief Specialist of Strategic Planning / ACCA AG, Acting Director.



Master of Jurisprudence, Economics and Law Academy Almaty (Kazakhstan) / BSc Finance & Management, KIMEP (Kazakhstan).



Kazakh, English & Russian.



## Ama Brobey-Williams

21.08.1976



Golden Hills Sports Academy, Program Director / Golden Striker Enterprise, Sports Manager & Board Member.



Ghana Football Association Women's National Team, Committee Member / Goldhandsinc Consulting LLC., Head of Business Operations / American Psychological Association, Administration Manager.



Project Management, George Washington University (USA) / Business Administration, Virginia Commonwealth University (USA).



English.



## Boaz Sitz

22.08.1985



Goldfarb Seligman & Co., Head of Sports Law.



Ron Gazit Rotenberg & Co., Partner / Ron Gazit Rotenberg & Co., Associate / Tzomet Hasharon newspaper, Sports Journalist.



LL.M in Sports Law, De-Montfort University (UK) / LL.M in Commercial Law, Tel Aviv University (Israel) / LL.B, Sha'arei Mishpat College (Israel).



Hebrew & English.



## Chris Kiwomya

02.12.1969



Premier League, Match Delegate.



Notts County FC, Manager / Ipswich Town FC, U23's Coach / Professional Football Player at Aalborg FC, Queens Park Rangers FC, Le Havre, Selangor, Arsenal FC, Ipswich Town FC.



Diploma in Football Management, University of Liverpool (UK) / UEFA Pro Licence, English Football Association (UK).



English.



## David Casanovas

22.12.1979



Bulgari SA, Sales Manager Europe.



Craft Sportswear, Sales Manager Switzerland / YT Watches SA, Sales Manager EMEA / Professional Football Player for 11 years in Switzerland.



Business Diploma, Commercial High School Neuchâtel (Switzerland) / UEFA B Football Coaching Licence / Professional Football Scout Certificate, The PFSA.



French, Spanish, Italian, German, Swiss German & English.



## Dmitry Gafin

09.04.1978



FC Dynamo Moscow, Board Member.



Pyrotechnical Technologies, Deputy to General Director / Garden Ring Capital, Managing Director / PBWM Media, Founder.



MA in International Management, Regents Business School (UK) / BA in International Business, Regents Business School (UK).



Russian & English.



## Dobrin Gionov

18.02.1986



FC CSKA 1948, CEO.



AIG Europe Limited, Quality Analyst / Coca-Cola Hellenic BSO, Account Receivable and Credit Manager / Ingram Micro, Sales Administrator.



Master's degree in Economical Science, Universita' Degli Studi di Padova (Italy) / Bachelor's degree in International Economics, Universita' Degli Studi di Padova (Italy).



Bulgarian, Italian & English.



## Edoardo Gigli

06.08.1989



Smart Odds, Football Analyst / Brentford FC, Video Recruitment Consultant.



Sheperd Neame – The White Horse and Bower, Assistant Manager / City of Subiaco, Tourist Office Manager.



Bachelor degree in Tourism and Hospitality, La Sapienza University of Rome (Italy) / Diploma in Modern Languages, High School Giovannangelo Braschi (Italy).



Italian, English & Spanish.



## Erika Giorgianni

23.11.1976



European Film Market, Guest Manager & Head of Programming.



La Biennale di Venezia, Guest Manager / University of Innsbruck, Football Research Group / UEFA Women's and Men's UCL Final 2015, VIP Guests Volunteer.



Master's degree in Languages and Literature German and English, University of Venice (Italy) / Master's degree in Communication, Translation, Management and Organisation of Events, University of Udine (Italy) / Bachelor's degree in Translation Studies, University of Innsbruck (Austria).



Italian, English & German.



## Erika Tirado-Gomez

11.06.1990



CONCACAF, Women's Football Coordinator.



CONCACAF, Competitions Event Administrator / Club Atletico Boca Juniors USA, Team Administrator / UCSB Intercollegiate Athletics, UCSB Men's Soccer Marketing Intern.



M.S. in Sports Management, Columbia University (USA) / BA in Global Studies, Latin American & Iberian Studies, UC Santa Barbara (USA) / Certificate in Public Relations, UC Los Angeles.

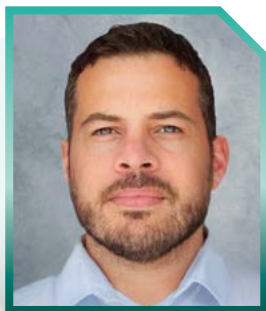


English, Spanish & Portuguese.



## Jeronimo Diaz Tomc

10.12.1982



UEFA, Project Manager.



Deportes Temucho FC, Managing Director / Chilean Football Federation, Brand Manager / FIFA LOC 2008 Women's World Cup, Marketing Director.



Master in Branding, Pompeu Fabra University (Spain) / B bachelor's in Advertising and Communication, Universidad Diego Portales (Chile).



Spanish, English & French.



## Juan Mata

28.04.1988



Manchester United & Spanish National Team, Professional Player / Common Goal, Co-Founder.



Street Football World, Ambassador / Laureus Sport for Good Foundation, Ambassador / Former clubs: Real Oviedo, Real Madrid, Valencia CF, Chelsea FC.



Spanish and English.



## Luis Conceicao

21.05.1971



Telia Norge AS, Board Member.



Statkraft Varme AS, Head of Operations / Oslo Sporveien, Business Development Expert / Schibsted Media Group, Lean Expert.



Master of Science in Production and Quality Management, NTNU (Norway) / Bachelor in Mechanical Engineering, UFBA (Brazil).



Portuguese, English & Norwegian.



## Marco Ibarra

23.07.1974



2BE NAMED, Founder & Managing Partner.



Fox Network Group Chile, General Manager / Fox Network Group Latin America, Head of Business Development & Consumer Insights / Fox Network Group Latin America, Head of Content Strategy.



Master of International Business, University of South Carolina (USA) / Finance & Banking Business Degree, Universidad Metropolitana (Venezuela).



English, Spanish & Portuguese.





## Micael Garcia

24.12.1979



Banco Santander International SA, Chief Legal Officer.



Allianz Group, Lawyer / Oslo Sporveien, Business Development Expert / Youth Player, FC Neuchâtel Xamax.



Master of Law, University of Neuchâtel (Switzerland) / Bachelor of Law, University of Neuchâtel (Switzerland) / Certificate in Digital Disruption, IMD Business School (Switzerland).



French, English & Spanish.



## Nuno Oliveira

16.05.1993



Sport TV, Business Developer.



Sintra Football Club, Head of Scouting / Sports Consulting Group, Head of Scouting.



Bachelor in Information Systems, Nova Information Management School (Portugal) / UEFA C coaching licence, Portuguese Football Federation (Portugal) / Team Manager Certificate, Portuguese Football Federation (Portugal).



Portuguese, English & Spanish.



## Oliver Büchler

11.06.1990



Real Madrid C.F., Strategy Executive Global Partnerships.



Real Madrid C.F., International Sales Associate / Real Madrid C.F., Corporate Hospitality Assistant.



Master's degree in Sports Management, Real Madrid Graduate School (Spain) / BSc in Economics, University of Bern (Switzerland).



German, Spanish, English, Portuguese & French.



## Paul Fielder

01.04.1978



Hull City FC, Commercial Sales Manager.



Hull Kingston Rovers, Consultant / ZOO Digital Group PLC, Business Development Manager / Major League Soccer, Coach.



MSc Sport Management, Sheffield Hallam University (UK) / BSC Sport Studies, Staffordshire University (UK).



French & English.





## Pavel Gognidze

26.07.1981



Pafos FC, CEO.



Riga United FC, Chairman of the Board / Ginza Project Moscow, Executive Director / Marshal Group Riga, CEO / UEFA, Language Editor.



BA Motion Picture Production, Brighton Film School (UK) / C-LFF Football Coaching Licence, Latvian Football Federation (Latvia).



Russian, Latvian, English, French & Spanish.



## Pedro Coelho Lima

14.07.1978



Vitoria Sport Clube, Director.



Vitoria Sport Clube, Operations Manager / Coelho Lima Engenharia, Founding Partner / Projetos de Engenharia Eletromecânica LDA, Heating, Ventilation, Air Conditioning Engineer.



Bachelor's degree in Mechanical Engineering, Instituto Superior de Engenharia do Porto (Portugal) / Engineering degree, Facoltà d'Ingegneria di Génova (Italy).



Portuguese, English, Italian and French.



## Pio Vassallo

15.07.1977



Malta Football Association, Board Member / Malta Beach Soccer Association, President.



Vassallo Group, CEO / Semi-professional player at Mosta FC.



BSc in Construction Management & Engineering, University of Reading (UK) / MBA in Sports Management, University of Real Madrid (Spain) / Master's degree in Sports Law, ISDE (Spain).



English & Italian.



## Priscilla Grognez

01.11.1990



Deloitte, Consultant Tax and Legal Department.



Espace Solidaire Pâquis, Legal Intern / Peruvian Federation of Football, Legal Intern.



Certificate in Transnational Law, University of Geneva (Switzerland) / Master in Economic Law, University of Geneva (Switzerland) / Bachelor of Law at the University of Neuchâtel (Switzerland).



Spanish, French and English.



## Quentin Rauzier

28.05.1992



Paris FC, Sports Coordinator.



Paris FC, Head of U7 to U15 / Paris FC, U17 Head Coach / Paris FC, U16 regional coach.



DESJEPS, French Football Federation (France) / Football and Complexity the Global Method Course, Pierre Sage (France) / UEFA A Coaching Licence, LPIFF (France).



French & English.



## Ramin Pandji

07.07.1984



FC St. Gallen AG, Chief Officer Sport.



Bremer Service Gbr., Executive Partner / HG Verwaltungs GmbH, Executive Partner / Property Partner GmbH, Executive Partner.



Certificate of Advanced Studies Sport Management, University of St. Gallen (Switzerland) / Advanced Training in Real Estate, IHK Bremen (Germany) / Commercial College, BBS Oldenburg (Germany).



German, English and Farsi.



## Rohit Nair

16.01.1991



Qatar Supreme Committee for Delivery & Legacy, Media Operations Officer.



Flash Entertainment, Media Operations Coordinator / European Leagues, Legal Affairs / AFC U-23 Championship, Media Channel Manager.



Master's degree in Sports Management and Legal Skills, ISDE (Spain) / BA in Public Relations and Communication, Leeds Beckett University (UK) / Sports Governance, Marketing and Communication Executive Course, Northwestern University (Qatar).



English, Arabic & Spanish.



## Sandro Orlandelli

10.03.1969



Red Bull Bragantino, Football Technical Coordinator.



Manchester United, Senior Scout / Brazilian Football Confederation, Senior Scout / Arsenal FC, Head Scout.



Undergraduate degree in Physical Education, São Judas Tadeu University (Brazil) / Master's degree in Physiology of Exercises, Universidade de Sao Paulo (Brazil) / UEFA B Football Coaching Licence, English Football Association (UK).



Portuguese, English, Italian, Spanish, Japanese & French.



## Spiros Vlachos

04.02.1990



Panathinaikos FC, Director of Operations.



Panathinaikos FC, Marketing Coordinator / Nike Hellas, Social Media Administrator / Avalon Advertising Agency, Sales Associate.



BSc in Economics, University of Piraeus (Greece).



Greek & English.



## Stefan Mrlješ

19.12.1990



FK Crvena Zvezda, Assistant to COO.



Etihad Airways, Visa Applications and Helpdesk Supervisor / Alba Partners, Summer Internship.



Bachelor of Economics, Megatrend University (Serbia) / International Marketing, Megatrend University (Serbia) / Course for technicians for graphic design, graphic school (Serbia).



Serbian, English and German.



## Stephan Rehm

19.09.1977



Bayer 04 Leverkusen Fußball GmbH, Head of Event Management.



FIFA Women's World Cup 2011, CEO AS Leverkusen / Sportmarketing GmbH, Marketing Manager.



Bachelor of Events, IST Dusseldorf (Germany) / Safety and Security in Football Course, SRH Heidelberg (Germany) / Management Assistant in Event Organisation, IHK (Germany).



German & English.



## Sunny Mileva-Debarska

6.07.1984



MIBS Travel & Tourism, International Football Project Manager.



Sofia Hotel Balkan, Corporate Key Accounts Sales Manager / P.A. to the Ambassador of the Republic of Cyprus to the Republic of Bulgaria / HLB Bulgaria, International Relations & Project Manager.



BA in Business Administration, Accounting and Finance, Sheffield University (UK) / Certificate of Higher Secondary Education, American Academy Larnaca (Cyprus).



Bulgaria, Greek, Cypriot, English & Serbian.



## Tom Cohen

21.06.1991



Kikashi, Director.



Bell Racing Helmets, Manager / Zhongshan KC Sports International, Consultant.



Master's degree in Business and Finance,  
Solvay Business School (Belgium).



French, Dutch & English.



## UEFA TEAM

**Thierry  
Favre**



Chief of National Associations  
Development



**Thomas  
Junod**



Head of UEFA Academy



**Dudley  
Langelier**



UEFA Academy  
Programme Assistant



## IDHEAP TEAM

**Jean-Loup  
Chappelet**



Professor



**Colm  
Hickey**



Assistant



**Jérôme  
Berthoud**



Assistant





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