



WHO'S WHO

2024/25 OPEN EDITION



ACADEMY

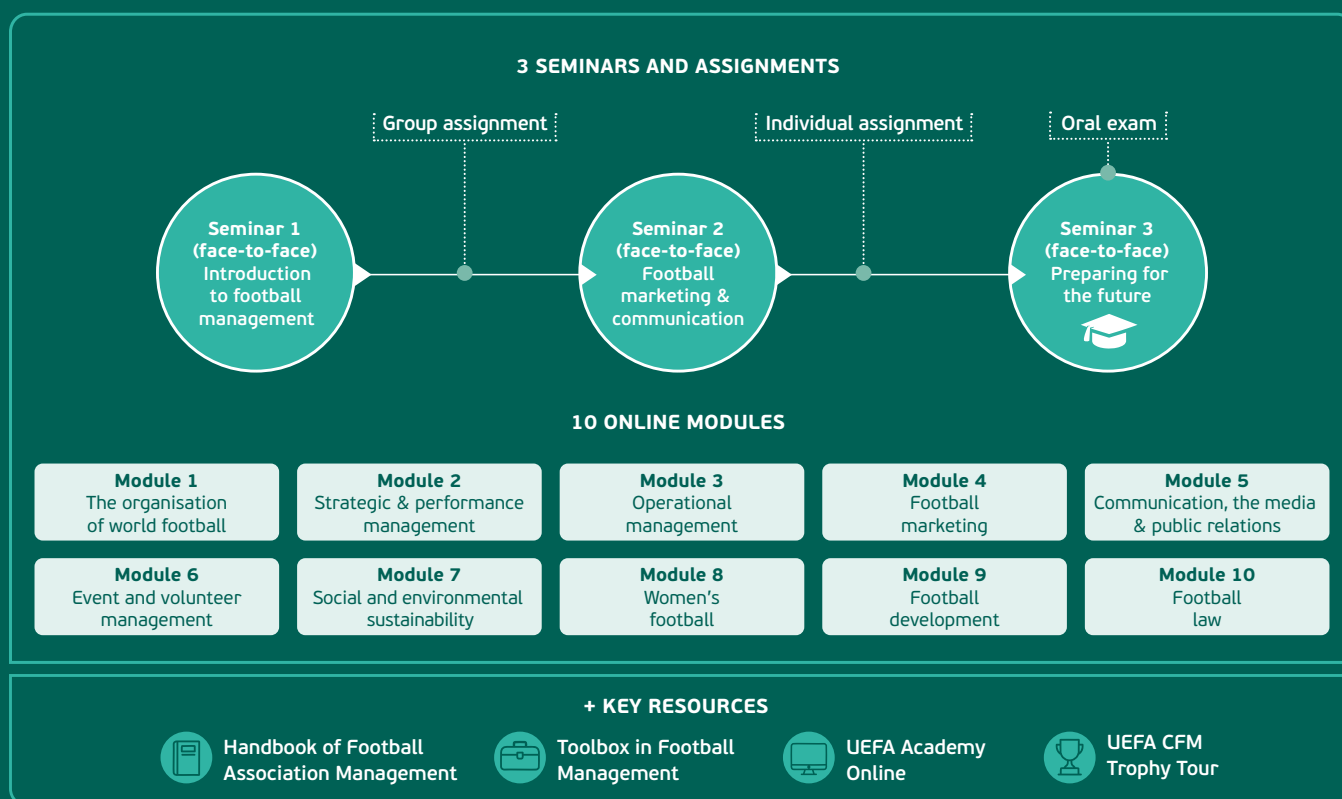
CFM

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 2'000 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 of UEFA's member associations. These participants are now able to benefit from the extensive UEFA CFM content and network needed to succeed in the industry.

Now in its sixth 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. Delivering 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.



PARTICIPANTS



UEFA CFM IN NUMBERS

37 NUMBER OF
PARTICIPANTS

18 NATIONALITIES
AROUND THE WORLD

26 MEN **11** WOMEN

AREAS OF WORK

- Clubs
- League
- Confederation
- National associations
- Media
- Marketing agency
- Sporting apparel
- Sporting events
- NGOs
- Journalism
- Consultancy
- Financial advisory



Eliana Amboni



TEAM Marketing
Strategy Manager



Senior Strategy Analyst, TEAM Marketing / Project Analyst, Royal Bank of Scotland



MA in Marketing, University of St Gallen (Switzerland) / MSc in Management, Bocconi University (Italy) / Certified football referee (Italy)



"Do or do not. There is no try" (Star Wars)



Daniel Andersen



Brøndby IF
Football Operations Manager



Team Manager, HB Køge / Operations Manager, Capelli Sport Denmark / Head of Coaching, Næsby Boldklub



Master's degree, High Performance & Elite Sports / University of Southern Denmark



"The best way to predict your future is to create it"



Ernesto Applefield Alvarez



Valenciennes FC
Assistant Sporting Director



Deputy Sporting Director, Valenciennes FC / Head of French Operations, Sport Republic / Special Project Representative consultant, Financial Times



Business degree at Southern New Hampshire University



"Life is just like a rainbow, rain and sun are needed to see the colors" Jules Renard



Vicente Boluda Ceballos



Boluda Towage
Executive Vice-President



CFO Boluda Towage / General Manager of Operations, Boluda Towage / Chairman, National Associations of Tugboats of Spain (ANARE)



Degree in Business Administration & Management, University College of Financial Studies, CUNEF and Complutense University of Madrid / International Exchange at the Technological and Higher Studies Institute of Monterrey, Mexico / Certificate in Sports Management, Royal Spanish Football Federation



"What doesn't kill you, makes you stronger"



Paulo Bracks



Santos
CEO Football Department



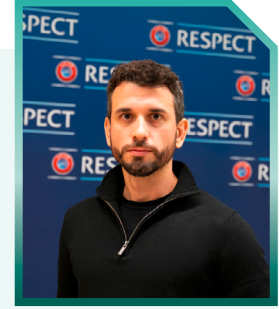
Sporting Director, Vaco da Gama SAF / Sporting Director, SC Internacional / Sporting Director, America FC



Bachelor Degree in Law, Miltong Campos University / Graduate Degree in Criminal Science, PUC University / MBA Sports Law an Business, CEDIN



Joao Castilhos



Club Atletico Osasuna
International Business & CEO Innovation Director



Marketing Director, Nou Performance GmbH / Sales & Marketing Manager, Team Villeroy



Bachelor's degree in Business Administration & Management, Federal University of Rio Grande do Sul / Football Management, Football University



"Experiene is the most powerful force for driving transformation"



Militza Ceballos Infantes



Vital View Technologies INC.
Strategy Consultant



Social Media Insights and Content, Association of Sporting Directors / Senior Treasurer Manager, Arequipa's Generation of Electricity Company



MSc. degree in Engineering, Science and Technology Entrepreneurship ESTEEM, University of Notre Dame (USA) / MSc. degree in Sports and Business Management, University of Liverpool (UK) / Bachelor's Degree in Accounting, National University of San Agustin (Peru)



"Be the change that you wish to see in the world"
Mahatma Gandhi



Alban Cheneau



Ligue de Football Professionnel
Head of Partnership Business Development



Business Development Manager, Corporate Alliances, at Disneyland Paris / Sales representative at Matmud Atlantique Stadium



Kedge Business School, Master of Science In Management, France



"Success is the ability to move from one failure to another with out loss of enthusiasm" Winston Churchill



Josep Cifre Alaminos



Al Hilal FC
CEO Al Hilal Academy



Academic Director, Al Hilal / Technical Director, Al Hilal Youth Teams / International Director, FC Barcelona Academy



Master in Sports Management, Johan Cruyff Institute / Bachelor in Sports Sciences, INEFC Barcelona



"Always deliver more than expected" Larry Page



Corina Cozminca Bucurei



Sky Showtime
Country Representative



Representative, NBCUniversal / Agent for International Distribution & Partnerships, Romanian Professional Football League



Master's in International Management & Marketing, Bucharest University of Economic Studies / Bachelor's Degree in Administrative Science, Bucharest University of Economic Studies



"Perpetual optimism is a force multiplier" Colin Powell



Leonel Iván Delgado Ferreyra



Al Nassr Football Club
Academy Football Director Grassroots



Director Academy, Al Nassr Football Club / Director Academy Saudi Arabia, FC Barcelona / Director Academy Egypt, FC Barcelona



Master's Degree in Sport Management, INEFC Barcelona (Johan Cruyff Institute) / Master's Degree In Sports Performance, INFEC Barcelona / Master's Degree In Physical Education Teacher, INEFC Barcelona



"Success in football isn't just about winning trophies, it's about building a legacy that shapes the next generation"



Simone Francini



ACF Fiorentina
Safety & Security Specialist - SLO



Facility Management & Operations, ACF Fiorentina / Stadium Management, ACF Fiorentina / Safety & Security, ACF Fiorentina



Sport Safety & Security Management Advanced Study Programme, SRH University Heidelberg



"A club's home has the colour of its People's heart!"



Andressa Godoy



Brax Sports Assets
Marketing Project Manager



Media Officer, Conmebol / Competitions Coordinator, CBF / Project Analyst, Brax Sports Assets



Bachelor's in Business Administration, Universidade Estácio de Sá / Sports Marketing Degree, Northwestern University / Football Management, CBF Academy



"Never give up on your dreams. They are your reality in higher dimension" Augusto Cury



Jonathan Gonzalez Soler



Oliver Wyman
Senior Principal in CMT, Sports & Entertainment Area



Economic Advisor, Government of the Canary Islands / Operations Manager, Uber Spain



Master in Business, London Business School



"Getting older is no problem. You just have to live long enough" Groucho Marx



Andrea Gottardo



Juventus FC
Broadcasting & TV Production Officer



Technical lead, Hawk Eye Innovisations / Media Coordinator, Tecnologico de Monterrey / Video Producer, Politecnico di Torino



Master Degree in Cinema & Media Engineering, Politecnico di Torino / International Programme in Communications and Digital Media, Tecnologico de Monterrey / Bachelor's Degree in Cinema & Media Engineering, Politecnico di Torino



"I haven't been everywhere, but it's on my list"



Sami Harb



Arsenal FC
Senior Partner Services Executive



Partnerships Activation Executive, AS Monaco / Global Partnership Sales Intern, AS Roma / Partnerships Marketing Intern, Manchester City FC



MSc Sports Management, Birkbeck, University of London



"The magic you are looking for is in the work you are avoiding"



Jose Hervas



Independent Marketing Consultant



Brand Marketing Manager, EA Sports / Marketing & Communications Manager Iberia, Mad Catz Interactive / Marketing Manager, Gaming Labs



Master Internet Business, ISDI / BA Marketing & Market Research, Universitat Oberta de Catalunya



"Go with the flow but live with passion"



Benjamin Houri



PSG Football School
Technical Director



Technical Coordinator, PSG Academy / Assistant Coach U19, PSG / Methodology coordinator Youth Academy, PSG



Sport Science bachelor's degree, Hartpury University (UK)



"The difference between ordinary and extraordinary is that little extra" Jimmy Johnson, American Football coach



Igor Jevric



FC Vojvodina
Business Development Manager



Plant Purchasing Manager, NORMA Group / Regional Purchasing Manager Americas, NORMA Group / Head of PURchasing Department CAPEX and Services, Oil & Gas Industry of Serbia



Bachelor of Science in Economics, John Naisbitt - Megatrend University of Belgrade



"Vision without action is merely a dream. Action without vision just passes in the time. Vision with ation can change the world"



Ella Joanes



UEFA (External contract)
Live Match Supervisor



Live Match Supervisor, UEFA (external) / Data Analyst, Forza



Bachelor Degree in Business Administration, International Management School of Geneva



"Work hard in silence and let your sucess make the noise"



Sandra Latorre



FIFA

Project Manager Special Events



Project Manager Special Events, FIFA / Executive Assistant to General Secretary, FIFA / Executive Assistant to the General Secretary, CAF



Bachelor in Tourism, Switzerland / High School, Tourism School, Switzerland



"Learning never exhausts the mind" Leonardo da Vinci



Paula Lenzen



DFL Digital Sports

Intern



Volunteer, UEFA Euro 2024 / Inter, ProSiebenSat.1 GmbH / Intern for media days, DFL Digital Sports



Education/Degree, Education/Degree, Education/Degree



"The only way to do great work is to love what you do" Steve Jobs



Victor Lual



South Sudan Football Association

General Secretary



General Secretary, Citizen Football Club / Operations manager, AMS Clothing



Diploma in Information Technology, International Communications Institute



"In every organization, it's not just the role that defines a person but the passion and purpose they bring to it. Together, we build something greater than ourselves."



Miljena Mamic



GNK Dinamo

Match Manager / UEFA Main Contact



Key Account Manager, Krik studio d.o.o



Master degree in business, University of Zagreb





Jordi Martínez Rulduà



Al Qadsiah Saudi Club
Head of Acadmey



Academy Director, Al Fateh Saudi Club / Project Director, FC Barcelona Academy Kuwait, Dubai & Saudi Arabia



Master in Sports Management, Johan Cruyff Institute



"Tell me know to do it, and I will make it, teach me, and I will learn it, engage me, and I will never forget it" Johan Cruyff



Ngoyi Mavundu



Paris FC
Technical Manager (Pre-academy centre)



Pre-Academy Coach, Paris FC / Paris IDF Director, Coever Coaching / Technical Manager, Savigny FC



UEFA A coaching licence, Ligue de Paris / Dejeeps social-educational, PERF91 Grigny / State Football Certificate, Ligue de Paris



"Trust is the sun of intelligence"



David Jnr Moyes



West Ham
Technical Scout



Lead Scout, West Ham United / Registered Intermediary, Wasserman



MSD Master of Sports Directorship, Manchester Metropolitan University / BSc Sports Science, Liverpool John Moore's University



"Inch by Inch, Play by Play. The inches we need are everywhere around us. They're in every break of the game, every minute, every second" Tony D'Amato



Sebastian Neuf



FIFA
Strategis Project Manager



Club Licensing Manager, FIFA / Head of Academy, SC Freiburg / Sports Marketing Executive, NIKE



Education/Degree, Education/Degree, Education/ Degree



"Participating in this programme will be an excellent opportunity to deepen my knowledge and to discuss relevant football topics with football experts from different backgrounds in a structured and focused manner. It will be challenging and enlightening at the same time, providing invaluable experiences and fascinating aspects."



Lara Preite



FIFA

People & Culture Business Partner



HR Specialist, FIFA / Senior Recruiting Consultant, Adecco / Recruiting Consultant, SThree



HR Specialist, Federal Diploma of Higher Education / Master's in law, University of Pavia



"Learn continually. There's always one more thing to learn!" Steve Jobs



Gianmarco Ruffo



Deloitte Consulting

Manager - Operating model transformation FSI



Analyst, Deloitte / Junior Auditor, Deloitte & Touche Spa / Credit Junior, Analyst, Banca di Credito Cooperativo



Master's Degree in Administration, Finance & Control, LUM Jean Monnet / Master in Corporate & Real Estate Finance, LUM Jean Monnet / Bachelor Degree in Economics, Università degli Studi di Bari



"Time exists so that everything doesn't happen all at once"



Natalia Sobina



Outfittery

Brand Partnership Manager



Venue Marketing Coordinator, UEFA Euro 2024 / Events & Marketing Operations Coordinator, Adjust / Brand Manager & Marketing Assistant, Unilever



Master in International Relations, Free University of Brussels / Bachelor in Public Administration, Higher School of Economics



"Time exists so that everything doesn't happen all at once"



Seif Swailam



TWC Saudi Arabia

Project Manager Football



Head of Football Operations, AlUla FC, KSA / Project Manager, Nafess Sports Agency / Event Management Freelancer, CAF, Egyptian Football Association, Egyptian Federation of American Football



Marketing & International Business, The Arab Academy for Science, Technology & Maritime Transport



"You become what you believe"



Mostafa Tarek



Más que fútbol
Co-Founder & Executive Director



Freelance & volunteer at UEFA & FIFA / Sports consultant, GBSB Global Business School / Quality Engineer, Orange France Télécom



B.S.c in Communication Engineering / Master's Degree in Communication & Future Marketing / Master's Degree in Football Marketing & Management / Fan Engagement Diploma in Football, FC Barcelona Innovation Hub



"The journey of a thousand miles begins with a single step"



Luka Vrhunc



NK Olimpija Ljubljana
Technical Director



Professional football player / Administrator Officer, NK Olimpija Ljubljana academy



Management, Faculty of Economy, Ljubljana



"The most important thing is to enjoy your life to be happy, it's all that matters" Steve Jobs



Katerina Vavrlova



SK Slavia Praha
Commercial Director



Consultant, PA Consulting Group / Sales Manager, O2 Czech Republic / EDUCA manager, Czech Banking Association



Masters & PhD in Economics, University of Economics in Prague / Fullbright Scholar, Carnegie Mellon University



"Work hard and believe in yourself and your dreams, than anything is possible"



Benjamin Williams



Manchester United
Operations Manager - Women's 1st team



First Team Travel Manager, Arsenal FC / Youth Academy Travel & Logistics Coordinator, Arsenal FC / Senior Tour Operator, TUI Group



BA Non's Degree Sports Development & Marketing, The University of Chester



"Let your joy be in your journey, not in some distant goal" Tim Cook



Gai Yang



FC Sochaux-Montbéliard
Technical Director



Sporting Advisor, FCSM / Sporting Coordinator, FCSM



Doctorate Performance Analysis in Sport, Facultad de Ciencias de la Actividad Física y del Deporte de Politécnica de Madrid



"With each experience, we learn new things, but we must not forget them to continue"

UEFA TEAM



**Thierry
Favre**

Chief of National Associations
Development



**Thomas
Junod**

Head of UEFA Academy



**Dudley
Langelier**

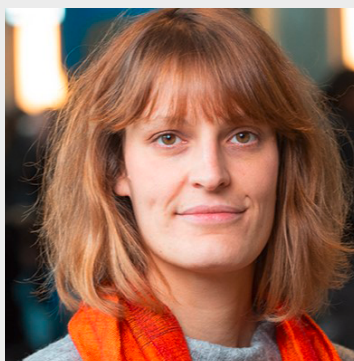
UEFA Academy
Programme Coordinator

IDHEAP TEAM



**Mickaël
Terrien**

Professor



**Solène
Froidevaux**

Assistant



**Maxence
Franceschi**

Assistant



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