



2023/24 EDITION

UEFA CFM OPEN EDITION WHO'S WHO



ACADEMY

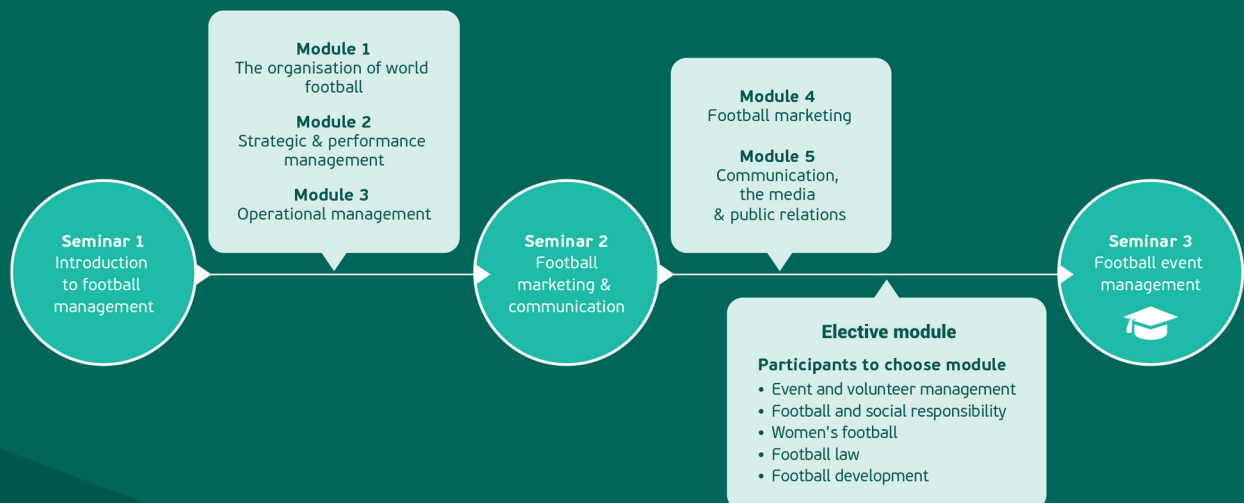
CFM

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 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 fifth 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.



INTERNATIONAL PARTICIPANTS



UEFA CFM IN NUMBERS

32 NUMBER OF
PARTICIPANTS

15 NATIONALITIES
AROUND THE WORLD

8 AVERAGE YEARS
OF WORK IN FOOTBALL

AREAS OF WORK

- Club
- League
- National association
- Multinational companies
- Confederation
- Player's association
- Refereeing
- Marketing agency
- Sports ministry
- Sporting apparel
- Sporting events
- NGOs
- Consultancy
- Financial sector
- Scouting technology



Abdulwahab Aldayel



Awead
Marketing & Communication Director



Floward, Sport Marketing Consultant /
Floward, Marketing Director /
Alajlan & Bros, Marketing
Director



Bachelor of Business Administration,
Canisius College (USA)



Tomaz Araujo



Nike
Assortment Planner



AFC Ajax, Strategic Consultant / HEMA,
Merchandise Planner / ACTION,
Commercial Planner



MBA, Nyenrode Business University
(Netherlands) / Master Development of Policies,
KDI School (South Korea) / Bachelor of Business
Management, Mackenzie University (Brazil)



Mark Barbara



Malta Football Players Association
Deputy Secretary



Q Business Solutions, Senior Solutions
Specialist / DeVere Group, Senior Software
Developer / RS2 Software Group, Software
Developer



Bachelor of Computer Science, University
of Hertfordshire (UK)



Patrick Bras



Fanalists
Client Lead



Fanalists, Digital Marketing Consultant / IThink,
Digital Marketing Consultant / KNVB, Football
Development Trainee



Bachelor of Sports Science, Hogeschool
InHolland (Netherlands) / Mater of Sports
Management, Vrije Universiteit Brussels
(Belgium)



Gioele Caravello



Parma Calcio 1913
Event Manager & Head of the Academy



KAIROS Sport Management, Founder /
FC Chiasso, Event Manager / **Macsy Srl**,
Event Manager



Bachelor's Degree in Sports Science, University
of Bologna (Italy) / Management of Professional
Football, Wolters Kluwer (Netherlands) /
Sports Marketing Sponsorship, Barca Innovation
Hub (Spain)



Massimiliano Catanese



159 Prisma
Senior Investment Advisor



KPMG, Director / **Paris Holding Group**,
International M&A Manager



Executive Programme for Football Management,
SDA Bocconi (Italy) / Programme for Leadership
Development, Harvard Business School (USA) /
Master's in international management,
HEC (France) / Bachelor in Business Management,
Luigi Bocconi University (Italy).



Simone Cecchi



S.P.A.L. Srl,
Football Coach and Match Analyst Pro



FIGC – Evolution Programme, Head Coach /
Piolanti Srl, Engineer / **Decathlon**, Sales Assistant



Civil and Environmental Engineering, Università
Politecnica Delle Marche (Italy) / Match Analyst
Course, FIGC (Italy) / UEFA B Licence



James Edwards



Leicester City FC
Public Relations Executive



Wigan Athletic FC, Media Officer / **Fleetwood
Town FC**, Media Executive / **British Shooting**,
Digital Journalist



Sports Journalism Degree, University of Central
Lancashire (UK)



Hossameldien El Zanaty



El Gouna FC
Sports Director



CAF, Match General Coordinator / UAFA, Match General Coordinator / Egyptian Football Association, Competitions Director



Bachelor of Mechanical Engineering, University of Maryland (USA)



Benjamin Foster



Arsenal FC,
Legal Counsel



Northride Law LLP, Associate / Norton Rose Fulbright LLP, Associate



Bachelor in Law, University of Oxford (UK) / Accelerated Legal Practice Course, BPP Law School (UK)



Jose Carlos Gallego



LaLiga Impulso Projet
Area Responsible



LaLiga, Delegate for Armenia & Baltics / Acodea, Business Consultant for Development / Holding Finsudprom, International Business Development Manager



MBA in International Management, University Menéndez Pelayo (Spain) / Bachelor in Business & Management, University of Cadiz (Spain)



Alexandre Garcia Canedo



Ministry of Sports Saudi Arabia
Technical Secretary & Assistant Technical Director



Club Atletico Penarol, Technical Director / Qatar Football Association, Head Coach / Aspire Academy, Head Coach



Double Degree in Business Management and Law, Regent University (USA) / UEFA Pro Licence, RFEF / Certificate in Leadership Principles, Harvard Business School (USA)



Felipe Guimaraes



4ComM Career Management
Head of Operations



High Talent Sports, CEO & Founder / Gremio Barueri, Player / Botafogo – SP, Player



Bachelor of Sports Management and International Business, Madonna University (USA) / Performance Analysis Course, Escola the 360 (Brazil)



Lionel Jaccard



Swiss Federal Department of Foreign Affairs
Consular Specialist



State of Valais, Specialised Tax Employee / Pictet & Cie Bank, Portfolio Analyst



UBS Allround Training Programme (Switzerland) / Investment Foundations Certificate, CFA Institute (Switzerland) / HR Assistant Certificate, HRSE (Switzerland)



Nikola Jelic



FC Red Star
Director of Academy



FC Red Star, Head Coach of Academy / FC Krasnodar, Deputy Head Coach of Academy



Master of Sports and Physical Education, University of Belgrade (Serbia) / PHD of Sports and Physical Education, University of Belgrade (Serbia)



Jiro Kitahara



FC Tokyo
Technical Management



Hokkaido Consadole Sapporo, Academy Director / Jef United Chiba, Assistant Manager / Japan Football Association, Coaching Licence Course Tutor



Bachelor in Health and Physical Education, University of Tsukuba (Japan) / Master in Physical Education, Health & Sport Sciences, University of Tsukuba (Japan) / Coaching Pro Licence (Japan)



**Caterina
Maiolini**



Judge.me
Partnership Manager Operations



SALTO Systems, Community & Partnership
Manager / Freelancer, Backstage Manager
& Producer / Co-Liv, Head of Ambassadors
and Tech Community Lead



**Greg
Marshall**



Rangers FC
Head of Fan Engagement



Rangers FC, Supporter Liaison Officer / The Loudon
Tavern, Customer Relations Manager / Rangers
First, Director



Bachelor of Accountancy, University
of Glasgow (UK)



**Diego
Mello**



SAF Botafogo
Chief Project Officer



Clube Atletico Mineiro, Project Manager / Clube
de Regatas do Flamengo, Performance
Management Specialist / Ernst & Young,
Senior Manager



MBA Certificate Programme – Valuation,
COPPEAD (Brazil) / Bachelor in Business
Management, Universidade do Estado do
Rio de Janeiro (Brazil)



**Pavel
Montero Freiria**



Tifosy Capital & Advisory
Executive Director



Credit Suisse, VP Investment Banking / **BBVA**
Analyst Investment Banking / **Deloitte**, Analyst
Audit



Bachelor of Science in Economics, Universidad
de Vigo (Spain) / Master in Economics, London
School of Economics & Political Science (UK)



Michele Montesi



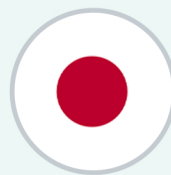
Deloitte
Senior Executive



Alumni Polimi Management Consulting, CEO



Executive MBA, Columbia Business School (USA) / MS in Engineering, Politecnico di Milano (Italy)



Mizuki Moriwaki



Kawaski Frontale
Assistant of Pro Team Department



Shimizu S-Pulse, First Team Analyst / Vissel Kobe, Strategy & Technical Group / Blackpool FC, Academy Video Analyst (U18)



Bachelor degree, Kansai Gaidai University (Japan) / Level 1 Introduction to Talent Identification, The FA (UK) / Safeguarding Adults Course, The FA (UK)



David Prat Peix



Saudi Future Falcons
Programme, General Manager



Seera Sports, CEO / Seera Sports, Country Manager Spain / Deloitte, Manager Financial Advisory



MBA Sports Management, Real Madrid Business School / Master in Finance, Escuela Administracion Empresas (Spain) / Business Administration Degree, Universitat Pompeu Fabra (Spain)



Juan Jose Ramos



Skelton
Project Manager



Argentine Basketball Confederation, Audiovisual Director / Post United, Business Development & Partnership Manager / UCL Final 2022, Volunteer



Master in Global Sports Marketing, LaLiga Business School (Spain) / Law School Degree, Complutense University (Spain)



Sebastian Reher



Meta Inc.
Director Global Operations



Meta Inc., Programme Manager (Sales Strategy & Operations) / Meta Inc., Analyst (Sales Strategy & Operations)



Master in Applied Economics, University of Michigan (USA) / Bachelor of Science in Business Science & Management, University of Applied Sciences Nordakademie (Germany) / Undergraduate Study Abroad Programme, University of Cape Town (South Africa)



Clara Simonini



Bologna FC
Marketing Manager & Stadium Operations



UEFA EURO U21, Venue Manager Assistant / UEFA Nations League Qualifiers, Venue Operations Broadcasting Assistant / Zed Live Entertainment, Venues Coordinator



International Masters in Strategy and Planning of Events, University of Parma (Italy) / Science and Technologies of Communications Degree, University of Ferrara (Italy)



Felipe Solleiro



Red Bull Bragantino
Sporting Director Assistant



Red Bull Bragantino, Youth Supervisor / FC Diez Media, Venue Manager CONMEBOL / Real Madrid C.F., Hospitality & Matchday Assistant



MBA in Sports Management, Real Madrid Business School (Spain) / Executive Programme in Sports Management, CIES (Brazil) / Degree in Business Administration, FAAP (Brazil)



Kuk Yueng Eric Tai



Hashtag Sport
Global Project Manager



Mailman Digital Agency & Consultancy, Performance Analyst / Guangzhou City FC, Internship



MSc Marketing Strategy & Innovation, Bayes Business School (London) / BA Sport Management, University of Kent (UK)



**Filippo
Tarducci**



Hudl
Senior Elite Account Executive – Middle East



Wyscout, Country Manager Middle East
& Switzerland



Political Science & International Relations,
Università Cattolica del Sacro Cuore (Italy) /
Sports Business Management, Il Sole 24
Business School (Italy)



**Roz
Vazquez**



Hasbro
Marketing Director



Hasbro Mexico, Consumer Products Director /
Hasbro Brazil, Senior Marketing Manager /
Hasbro Peru, Brand Manager



Master in Human & Organisational Potential
Development, UDL (Mexico) / Bachelor's Degree
in Marketing, ITESM (Mexico) / Executive
Coaching Certificate, ITESM (Mexico) / Team
Coaching and Leadership Certificate, EFIC (Spain)

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

PROFESSORS

**Sean
Hamil**



**Lecturer in Management
& Director** Birkbeck College,
University of London

Module 1 The Organisation
of World Football



**Mikkel
Draebye**



**Professor of Strategy,
Entrepreneurship & Sports
Management** SDA Bocconi
School of Management

Module 2 Strategic
Management



**Antonio
Dávila**



**Professor of Entrepreneurship,
Accounting and Control**
HEC Lausanne

Module 3 Operational
Management



**Simon
Chadwick**



**Professor of Sport and
the Geopolitical Economy**
SKEMA Business School

Module 4 Football Marketing



**Raymond
Boyle**



Professor of Communications
University of Glasgow

Module 5 Communications,
Media and Public Relations



**Alain
Ferrand**



**Professor of Sport
Management**
University of Poitiers

Module 6 Event Management



**Thomas
Beschorner**



**Director Institute
of Business Ethics**
University of St. Gallen

Module 7 Football and
Social Responsibility



**Sue
Bridgewater**



**Director Centre f
or Sports Business**
University of Liverpool

Module 8 Women's Football



**Kris
van der Haegen**



Coach Education Director
Royal Belgian Football
Association

Module 9 Football Development



**Jorge
Ibarrola**



Partner
Libra Law

Module 10 Football Law





UEFA
ROUTE DE GENÈVE 46
CH-1260 NYON 2
SWITZERLAND
TELEPHONE: +41 848 00 27 27
TELEFAX: +41 848 01 27 27
UEFA.com