

# ISC

# INTERNATIONAL SPORTS CONVENTION

# SHOWGUIDE

## GENEVA 2014

DECEMBER 10-11, 2014  
PALEXPO, GENEVA, SWITZERLAND

18 SPORTS CONFERENCES  
1 COMBINED EXHIBITION  
MANY NETWORKING OPPORTUNITIES  
ALL AT ONE VENUE  
ALL AT THE SAME TIME

## INTERNATIONAL SPORTS CONVENTION Business / Network / Learn / Grow

The grid contains 18 expo logos arranged in three rows and six columns:

- Row 1: THE INTERNATIONAL FOOTBALL DEVELOPMENT EXPO, THE SPORTS TECHNOLOGY EXPO, INTERNATIONAL STADIUM AND VENUE EXPO, RETIREE PASS EXPO, Healthy Stadia 2014, THE INTERNATIONAL FOOTBALL SCOUTING EXPO
- Row 2: THE SPORTS FACILITIES EXPO, THE INTERNATIONAL BASKETBALL EXPO, STADIA ARCHITECTS AND DESIGN EXPO, HOST CITIES AND SPORTS EVENTS EXPO, THE INTERNATIONAL FOOTBALL BUSINESS EXPO, SPORTS ENVIRONMENT AND SUSTAINABILITY EXPO
- Row 3: SPORTS BROADCAST EXPO, SPORTS SPONSORSHIP EXPO, THE INTERNATIONAL FOOTBALL COACHING EXPO, THE INTERNATIONAL SPORTS DIGITAL EXPO, SPORTS LAW EXPO, SPORTS EDUCATION AND RECRUITMENT EXPO

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**GENEVA IS PROUD TO HOST THE INTERNATIONAL SPORTS CONVENTION 2014**



**Genève – Ville de Sport**

INSTITUTIONAL PARTNERS



Dear Sports Colleague,

It is my pleasure to welcome you all to the **INTERNATIONAL SPORTS CONVENTION (ISC) – GENEVA 2014**. 18 sports Conferences over two days, a 5,000 sqm Exhibition Hall, 150 Speakers, 2,000 Delegates and participants from 67 countries.

Our goal has always been to have the entire international sports business industry under one roof and we are moving much closer towards this, with exciting plans to further extend the next **ISC** in Geneva in 2016.

We strongly believe that having everyone connected to the business world of sport under one roof is the key driver to providing value to all attendees. Hosting a variety of sport sectors, industries, supply chains, sports and company presidents right through to recent sports management graduates makes our event inclusive not exclusive, as we strongly believe this is essential to creating an open business market and learning environment for **EVERYONE** to do **BUSINESS, NETWORK** and **LEARN**.

Our ongoing research and analysis with many clients tells us that time is their most precious commodity in today's business, as well as a desire to reach new contacts and markets. Through the extensive and action packed two days we want to ensure that your goals are achieved. Whether generating direct business or forging new relationships for the future, the networking opportunities, socialising with business colleagues and/or learning from the extensive Conference Programme will facilitate this.

The Conferences will deliver excellent content through the course of the two days, aimed at inspiring you and encouraging discussion and debate surrounding the key issues in sport. The live social media engagement will also be an important platform for you to have your say - get involved using **#ISCGENEVA**.

The **INTERNATIONAL SPORTS CONVENTION** keeps evolving and has extended in size, diversity and quality. Most importantly, it's your feedback that will drive how we develop the **ISC 2016** agenda and programming and for every event we embark on a two year planning cycle of meticulous detail to deliver to the requirements of our audience.

I would like to thank all of our Media Partners, Conference Supporters, Institutional Partners, Event Partners and all the Staff at Palexpo for their continuous support and expertise in delivering the event with us. I would also like to thank our Conference Speakers, who have committed their valuable time and expertise to discuss and debate some of the key developments and challenges in the world of sport. Thank you also to YOU - all Exhibitors, Delegates and Visitors in the continued faith you show in the **ISC**.

Finally the ISC Team - a small but certainly energetic, young and ambitious team based in Maison du Sport in the Olympic Capital, Lausanne. Teamwork is essential for success and having a great team dynamic has been the cornerstone of where we are today.

I look forward to hopefully meeting you all in the course of the next two days and hope that you enjoy the networking and learning experience here in Geneva for the **INTERNATIONAL SPORTS CONVENTION 2014**.

Yours in Sport,

Nigel Fletcher  
Chief Executive

**INTERNATIONAL SPORTS CONVENTION - BRINGING THE INTERNATIONAL SPORTS INDUSTRY TOGETHER**

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## KEY INFORMATION

### EXHIBITION

**December 10, 2014:** 9:00 am – 7:00 pm

**December 11, 2014:** 9:00 am – 5:00 pm

All Speakers, Delegates, Visitors with accreditation have access to the Exhibition Hall on both days.

### CATERING

For all Delegates and Visitors there are paid catering and beverage outlets on the Exhibition Hall.

### MOBILE NETWORKING APPLICATION AND NETWORKING MEETING POINT

For 3 weeks prior to the event, we have been live with the Mobile Networking Application. The networking meeting point is in the **International Networking Lounge** and a large sign will indicate where to meet.

Should you need your password, please go to the Mobile Networking Application Desk in the Registration Area.

### SOCIAL AND DIGITAL MEDIA

Engage with the **#ISCGENEVA**. Be involved in the conversation, discussion, debate, post photos on Twitter and we will communicate this through all our digital and social media platforms.

### DRINKS RECEPTION

A few of our Exhibitors will be having Drinks Receptions especially on Day 1 between 5:00 pm to 7:00 pm. This will be communicated through the Mobile Networking Application.

### ACCESS

There will be strict access control throughout the event. Below is the confirmation of access:

#### Exhibition Visitor Tickets

Access to the Exhibition Hall only on both days

#### Speakers

Access all areas on both days

#### Media (pre-accredited only)

Access all areas on both days

#### Gold Delegates

Access all areas on both days

#### Football Conference Delegate

Access all 4 Football Conferences:

- Football Development (Day 1)
- Football Business (Day 1)
- Football Coaching (Day 2)
- Football Scouting (Day 2)

Access to Exhibition Hall (both days)

#### Stadium Conference Delegates

Access both Stadium Conferences:

- Stadium and Venue Conference (Day 1)
- Stadia Architects and Design Conference (Day 2)

Access to Exhibition Hall on (both days)

#### Turf and Grass Conference Delegates

- Turf and Grass Conference (Day 1)
- Exhibition Hall (both days)

#### Sports Technology Conference Delegates

- Sports Technology Conference (Day 2)
- Exhibition Hall (both days)

#### Healthy Stadia Conference Delegates

- Healthy Stadia Conference (Day 1)
- Exhibition Hall (both days)

#### Basketball Conference Delegates

- Basketball Conference (Day 1)
- Exhibition Hall (both days)

#### Host Cities and Sports Events Conference Delegates

- Host Cities and Sports Events Conference (Day 1)
- Exhibition Hall (both days)

#### Sports Environment and Sustainability Conference Delegates

- Sports Environment and Sustainability Conference (Day 2)
- Exhibition Hall (both days)

#### Sports Broadcast Conference Delegates

- Sports Broadcast Conference (Day 1)
- Exhibition Hall (both days)

#### Sports Sponsorship Conference Delegates

- Sports Sponsorship Conference (Day 1)
- Exhibition Hall (both days)

#### Sports Digital Conference Delegates

- Sports Digital (Day 2)
- Exhibition Hall (both days)

#### Sports Law Conference Delegates

- Sports Law (Day 2)
- Exhibition Hall (both days)

#### Sports Education and Recruitment Conference Delegates

- Sports Education and Recruitment Conference (Day 2)
- Exhibition Hall (both days)

## SPEAKERS' BIOGRAPHIES



**Ben Aherne**  
**Business Development Manager, Loughborough University**

Ben joined Loughborough University in 2004 and is responsible for maximising income generation and negotiating major commercial contracts with sports organisations to utilise Loughborough University's world class facilities.

Main relationships include delivering high quality performance services for a host of leading National Governing Bodies of Sport tenants including British Swimming, British Athletics and England Cricket.

As an Elite Training Centre, Ben has been working closely with Premier League Football Clubs, England Rugby and teams choosing Loughborough University to prepare for Glasgow 2014 Commonwealth Games. In 2015, we have been awarded a Team Base for the Rugby World Cup and will support 3 teams throughout their campaign.

Ben's biggest role to date was as Project Manager to the British Olympic Association Preparation Camp ahead of London 2012 which required integral planning with multiple agencies to ensure all 550 Team GB athletes transitioned into the Olympic Village.



**Ronen Artman**  
**Vice President of Marketing, LiveU**

Ronen Artman is the Vice President of Marketing at LiveU, the leader in portable live video acquisition, contribution and management solutions. LiveU's award-winning technology enables live video transmission from any location around the world.

He previously served as Head of Product Management and Israel General Manager for Kikin, a NYC startup that uses proprietary technology to improve access to information through contextual search. Prior to Kikin, he was with AOL as the Vice President of Products and Marketing, leading teams that handled the company's messaging products and the Vice President for Products at S.E.A. Multimedia, managing key sports projects for the International Olympic Committee (IOC) and for the National Basketball Association (NBA). Ronen graduated from the Music Academy in Los Angeles with a degree in Sound and Video Engineering and has 20 years of experience in the digital media space in a variety of senior product and marketing roles.



**Pascal Aymar**  
**Programme Director, EMLYON Business School**

M. Pascal Aymar has extensive experience and proven success in the Sales & Marketing arena of Sportswear, Footwear, Fashion, Equipment and Sporting goods industry. With a broad international experience creating roadmaps for business planning incorporating products, pricing, retailing and human resources, M. Aymar has worked for world-renowned sports brands including Salomon, Scott USA, adidas, and Reebok.

After 34 years of working with athletes, customers, distributors and consumers within the sports industry, M. Aymar is currently the Programme Director of EMLYON Business School's MSc in Sports Industry Management, Vice-President of Outdoor Sports Valley, the official partner of the programme, and Management Consultant who specializes in Sports business.

### The Leading Online Resource for Soccer Managers, Coaches and Parents

#### E – Learning Courses

• **The LMA School of Football Management**

The LMA School of Football Management E- Learning courses are the world's most popular E- learning courses for coaches working (or aspiring to work ) with Professional ,Elite Youth and College Soccer Players

- **Course 1: 'Creating a Culture of Excellence'**

Focusing on leadership for soccer coaches and including 6 hours of video clips with Sir Alex Ferguson, Arsene Wenger, Fabio Capello, Roy Hodgson, David Moyes and Howard Wilkinson

- **Course 2: 'Evaluating Performance' –in conjunction with Prozone Sports**

Focusing on improving how coaches evaluate players and teams the course highlights good practice in English, French, Dutch and Turkish clubs with over 300 Video Interview clips from 15 respected experts including National Coaches, LMA Managers, and Youth Academies Directors and respected Performance Analysts.

• **Soccer Diet: The Simplest Way to Improve your team's performance**

How coaches can simply and quickly improve the diet of their players with the goal of improving performance on the field

• **'Soccer Coaching and the Web': A Series of Online Courses to help the coaches improve their web skills**

13 short video clips on how to use Free tools on the web to support the Soccer Coach

#### Books

• **Soccer Coaching and the Web: A Guide to Player Development'**

Simple advice for the modern soccer coach on how to use the internet to support the development of the players they coach

• **Soccer Coaching and the Web: A Guide to Coach Development'**

How to use the web to help the education and development of coaches and volunteers

• **'Potentialing Your Child in Soccer'**

A parent's guides for helping kids maximize their potential in soccer and in life' (Also Includes 4 Online Courses for Soccer Parents)

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**Patrick Balemans**  
**Policy Advisor for Facilities, KNVB**

Patrick works as a policy advisor for facilities at the KNVB, especially for the amateur league. In the professional league his role is to get high quality pitches. Patrick has been working for more than 5 years for the KNVB. Previously, Patrick worked during 9 years at a consultancy agency as an advisor for sport facilities.

Things that Patrick has implemented at the KNVB:

- Creating standards for the amount of pitches needed for clubs in the amateur league
- Creating standards for the amount and size of dressing rooms for clubs in the amateur league
- Creating an application to visualize all clubs in the Netherlands with specific data for facilities
- Creating uniform warranties for Football Turf
- Creating an end of life cycle standard for Football Turf
- Research to the demographical movements and the effects on clubs
- Creating an application to visualize where members of the club are living (travelling distance to the club specified on gender and age)
- Creating a model for exploitation costs of pitches and facilities.

At the moment Patrick is working on creating standards for natural turf in the Netherlands, sustainability and multifunctional usage of facilities.



**Ian Barker**  
**Director of Coaching Education, NSCAA**

Ian Barker joins the NSCAA staff after serving as the men's soccer coach at Macalester College in St. Paul, Minn., a position he assumed in 2003 after four years as an assistant coach for the squad. He also has collegiate coaching experience at the University of Wisconsin, where he was an assistant coach for the men's team from 1989-97, helping the Badgers to four NCAA tournament appearances in a five-year span. The 1995 team won the Big 10 title and claimed the NCAA national championship.

Barker's coaching education credentials are impressive. He has served as a staff instructor for US Soccer's coaching education program since 1999, teaching both state and nationally hosted residential licenses. He has also instructed the National Youth License for US Youth Soccer. From 1997 through 2007, he also served as Director of Coaching and Player Development for the Minnesota Youth Soccer Association (MYSA). Responsibilities included development and coordination of programs for 140 youth soccer clubs throughout the state, management of between 45 and 60 full- and part-time employees and working collaboratively with the MYSA's board of directors. During his tenure he co-developed and advocated Parents and Coaches Together (PACT), a training program designed to create a more positive soccer experience for players, coaches and parents.

As the assistant head coach for US Youth Soccer's Region II Boys Olympic Development Program, he has led teams on international tours in Argentina, Austria, Brazil, Costa Rica, England, Germany, Italy, Scotland and Switzerland.

In May of each of the last two years, Barker has been Technical Director for International Sports Connection, serving as part of a team funded by the U.S. State Department to assist in the creation of a youth soccer system in Uganda. Through this program he educated nearly 400 Ugandan male and female coaches.

Barker holds a bachelor of arts degree in philosophy and literature from the University of Warwick in Coventry, U.K., graduating with honors in 1987. He received his postgraduate certificate of education a year later.

Barker earned his first coaching badge while in college with the English FA's Preliminary Award in 1986, before moving to the US in 1987. He earned his USSF A License in 1995. He holds the NSCAA's Premier Diploma and was part of the inaugural class to receive the NSCAA Master Coach Diploma in 2006.



**Andrea Bassani**  
**Chief Television and New Media Rights Officer, Euroleague Basketball**

Andrea Bassani is the Chief Television and New Media Rights Officer of Euroleague Basketball and his primary responsibilities are to manage and organize the rights distribution and the television production of Euroleague Basketball product worldwide on various media platforms, besides having masterminded the Euroleague.tv project 8 years ago recently developed into livebasketball.tv. Now, being also one of the first managers to join the Euroleague and one with the most seniority as he was part of the 'founding' restricted group, he takes part in the decision process related to all strategic, institutional and commercial issues.

From August 2000, he was one of the first European managers to be hired for the new Euroleague project, moved to Barcelona from native Milan, Italy, to become the League's Chief Marketing & Media Officer, with specific responsibility in the creation/distribution of the newly developed European Basketball competition brand in Europe, advertising campaigns launch, events organization, media distribution, productions, teams' relationships.

Andrea Bassani earned a master in Foreign & Modern Contemporary Literatures & Languages from the State University of Milano, travelled to the US extensively, successfully developing his "basketball-as-love-turned-into-profession" and subsequently entered the company EDB srl, Milano.



**Guillaume Beauverd**  
**CEO, Trace Technologies**

Guillaume Beauverd, a technology management graduate of the University of St.Gallen, currently serves as the CEO of Trace Technologies SA the company behind tracegolf, the first frictionless platform allowing golfers to track and share their performance online in real time. Prior to that he co-founded comment.li an augmented video platform and was named among the 100 most influential person in Switzerland. Guillaume also launched, grew and sold a specialized management consulting boutique in Geneva.



**Dr. Paolo Bedin**  
**General Manager, Lega Serie B**

Dr. Paolo was in charge of communications for Vicenza Calcio, from 1994 to 2000, he, then, transferred to AC Venezia to pursue the New Tessera Stadium project, in his capacity of Marketing Manager of the company, Marco Polo. Subsequently, he returned to Vicenza Calcio in 2004 to cover the position of Marketing and Communications Manager to later on become the Managing Director.

In December 2009, he left Vicenza Calcio to transfer to the Lega Calcio to pursue the separation process concerning the leagues and the birth of the Lega Nazionale Professionisti Serie B, in which, during August 2010, he undertook the office of General Manager. He is also a member of the "Competition Committee" and the "Marketing Committee" of the EPFL, the European Professional Football Leagues Association.

He is the author of two publications, "Il marketing delle società sportive" (Calleidos Edizioni) in 2010 and "Strategie per il business dello sport" (Libreria dello Sport) in 2011.



**Professor Lev Belousov**  
**Rector of the Russian International Olympic University**

Graduated from the Moscow Lomonosov State University (Lomonosov MSU) followed by a postgraduate course, both at the Faculty of History.

In 1982 became Assistant Professor at the Department of Modern and Contemporary History of European and American Countries (specializing in Italian contemporary history) From 1982 onward became Assistant Professor, Senior Professor, Associate Professor, Full Professor of the Faculty of History of the Lomonosov MSU.

In April 2008 was elected Head of the Department of Modern and Contemporary History of European and American Countries at the Faculty of History of the Lomonosov MSU.

He has been the Author of more than 100 scientific articles including textbooks and six monographs on the political history of western countries (particularly Italy); totalitarian regimes of the 20th century; changes in attitude in totalitarian societies; and relations between the state and society.

He has also lectured as a visiting professor at the universities of Rome, Florence, Milan and Parma. Between 2001-2010: Head of the Department for international programmes at "Interros" private investment company and Deputy CEO for international relations at the Vladimir Potanin Foundation.

He has accomplished a number of major international projects in the corporate management, culture and sport fields such as in June 2010: appointed CEO of the Russian International Olympic University, then Rector of the Russian International Olympic University; Member of the Council on Foreign and Defence Policy (Russia); Deputy Chairman of the editorial board of the journal "Russia in Global Policy" and Chairman of the Board of Directors of the Lomonosov MSU Faculty of History alumni foundation. Also a member of the editorial team of the journal "Herald of Moscow University. History and History of Arts" and Editor-in-chief of the "Herald of the Russian International Olympic University".



**Jordi Bertomeu Orteu**  
**CEO, EuroLeague Basketball**

Jordi Bertomeu Orteu has been the CEO of Euroleague Basketball from July 2000, its Chairman since 2009 and its President since 2011.

Jordi Bertomeu earned a Bachelor of Law degree from the University of Barcelona. From its inception in March 1982 he developed tasks as Legal Advisor and Secretary General of the Spanish Basketball Clubs Association (ACB), in December 1994, he was appointed ACB Vice-president until July 2000, when he was named CEO of Euroleague Basketball. With Mr. Bertomeu's direction the two basketball clubs highest level competitions in Europe, Euroleague Basketball and Eurocup, are disputed every year between the strongest clubs in the European Continent.

Mr. Bertomeu was also member of the "Spanish Governmental Commission of the transformation of Basketball and Football clubs into incorporated sports companies", member of the "Executive Committee of the Spanish Basketball Federation" for 12 years as well as arbitrator for the Spanish Olympic Committee on the Court of Arbitration for Sport from October 1997.

He has also developed experience as Professor of Sports Management in the Masters Programme of the INEFC at the University of Barcelona and as Professor of Sports Management and Administration in the Masters Programme at the University Complutense of Madrid.

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**Mattia Bertschi**  
Head of the Signal Processing Section, CSEM

Mattia Bertschi received his MSc degree in electrical engineering from the Swiss Federal Institute of Technology (EPFL), Lausanne, Switzerland, in 2001. That same year he started his work on biological tissues modelling in the Signal Processing Laboratory at EPFL and in 2005 he received his PhD. He joined the Control and Signal Processing section of CSEM in 2005 where he was involved in public and industrial projects for the development of high-level algorithms, as well as their embedded implementation in fixed-point micro-processors. His area of expertise in the biomedical field covers human kinetics (posture and activity classification, fall detection) and physiological parameters monitoring (cardiovascular activity, breathing activity, autonomous nervous system activity) by means of non-invasive approaches. He is author and coauthor of several patents and peer-reviewed publications. During the last 10 years at CSEM, he has had the opportunity to gain hands-on experience in the conception, execution, and management of research and development projects within the ISO 9001 quality system. Since 2011, he is head of the Signal Processing section.



**Sébastien Besson**  
Partner, Python & Peter

Sébastien Besson has been a partner of Python & Peter since 2006, one of the major Swiss firms, with offices in several cities in Switzerland (Geneva, Lausanne, Bern, Zoug, Sion), in Brussels and in Tokyo. He is also a part time Professor at the Faculty of Law of the University of Neuchâtel.

His main focus of practice is international arbitration, as counsel and arbitrator, and sport disputes. He has been acting as chairman, sole arbitrator, co-arbitrator and counsel in many international and domestic arbitrations under the rules of several institutions and in ad hoc cases in Switzerland and abroad (notably, ICC, Court of Arbitration for Sports, UNCITRAL Rules, Swiss Rules, Zurich and Geneva Rules).

Sébastien Besson also represents parties in court proceedings related to arbitration (notably challenges against arbitral award). He published numerous treaties and articles in the field of international arbitration, including "Comparative Law of International Arbitration" (2nd ed., Sweet & Maxwell, 2007, co-authored with Professor Jean-François Poudret), and sport disputes. He has been a speaker at various Conferences, university programmes and events in Switzerland and abroad.

Sébastien Besson was educated at the Lausanne University, where he received his Doctorate in Law in 1997 (Prix de la Fondation Fleuret, Lauréat de l'Université de Lausanne, Prix Walther Hug), and at Columbia University (New York), from which he holds an LL.M (2000).

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- Organiser des voyages d'étude (Paris, Londres, Barcelone, Bruxelles, Lisbonne);
- Faire le lien avec les différents instituts de formation en management du sport (AISTS, CIES, IDHEAP, ISSUL, etc.);
- Donner un accès privilégié à des manifestations sportives.

MORE INFORMATION

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▼ Sidney swimming pool, product for bonding ceramic tiles



▼ Meazza Stadium: products for sub-bases and artificial turf bonding



▼ Olympic Stadium in London: products for laying athletic tracks



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**Ric Birch**  
**Managing Director, Filmmaster Special Events**

Ric Birch was born in Australia but has spent most of his life producing ceremonies around the world.

In his field (of play) he's known as the Master of Ceremonies, having produced six Olympic Opening and Closing ceremonies including the groundbreaking '84 Los Angeles, '92 Barcelona, 2000 Sydney, 2006 Torino and 2008 Beijing plus ceremonies for three Paralympic Games and the Flag Handover Ceremony in Atlanta. During his amazing career he has established new standards for creativity, performance and technical production that are a reference point for all international Ceremonies' producers.

As well as the Olympic and Paralympics Games, Ric also produced the Ceremonies for the Commonwealth Games in Brisbane and Delhi, he was in charge of the entertainment for World Expo in Brisbane and the opening ceremony for Shanghai 2010, and was the Executive Producer of celebrations and ceremonies for Mexico's Bicentennial.

Birch's extensive expertise also includes television production, permanent shows, and the creation and development of live productions for theme parks.

ToDay Ric is the Managing Director of Filmmaster Special Events, the event company within the Italian Entertainment Group responsible for Sport Ceremonies and Mega Events. Ric is also the associate executive producer for the Opening and Closing Ceremonies for Rio 2016.



**Predrag Bogosavljev**  
**Events Director, FIBA**

Predrag Bogosavljev has served as FIBA Events Director since April 2006.

The native of Kikinda, Serbia, has had a long and successful career in basketball first as a player and subsequently as a sports administrator.

He competed at the highest level during a playing career that spanned 24 years (1972-1996) and included representing Yugoslavia's national team (1982-1985).

Mr Bogosavljev put a Masters Degree in Sports Management (MEMOS) to use by serving as Secretary General of the Basketball Federation of Serbia (1996-2000) and the Basketball Federation of Yugoslavia (2000-2004).

He played leading roles in the successful organisation of leading competitions such as the 1998 European Cup, the Belgrade Cup International Tournament and was the General Director of "EP 2005" Ltd, the company that organised EuroBasket 2005.

Mr Bogosavljev has also served on the financial and competitions commissions both for FIBA and FIBA Europe.



**Elizabeth Böhler-Goodship**  
**Member of the Executive Council, City of Grand-Saconnex;**  
**President of the Sports Commission, Association des Communes**  
**Genevoises**

Vancouver born, Elizabeth Böhler-Goodship has lived in Geneva for over 30 years. A graduate of the University of Durham and Cranfield School of Management, she is a former Mayor and current member of the Executive Council for the town of Grand-Saconnex where Palexpo is situated.

Elizabeth chairs the Sports Commission for the Association of Communes of the State of Geneva (ACG). With her colleagues, she aims to promote sports for all citizens and to encourage and sustain the development of excellence in sports for youth.



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**Dr. Andrea Bosio**  
**Researcher and Exercise Physiologist, Mapei Sport**

Doctor in Sport and Exercise Physiology, he is researcher and exercise physiologist at Mapei Sport Research Center. He is member of the European College of Sport Science and co-author of scientific research articles published in peer reviewed journals. His main research topics are physiological evaluation, perception of effort and fatigue.



**Nico Briskorn**  
**Head of Corporate Social Responsibility, VfL Wolfsburg**

Nico Briskorn, born in 1977, is heading the Corporate Social Responsibility department of the VfL Wolfsburg Soccer Corporation. In this role he is dedicated to improving the club in the fields of society and ecology. His core functions include the further development and strategic implementation of the CSR-Initiative "Moving together" as well as the preparation and publication of VfL Wolfsburg's sustainability report. Nico Briskorn is a member of various committees and working groups, including the Working Group for Corporate Social Responsibility of the Bundesliga Foundation. Nico Briskorn started his career at VfL Wolfsburg in 2004 and was responsible for the club's Customer Relationship Management until he assumed his current position in 2010. He studied sports management with a focus on sports marketing at the University of Leipzig.



**Morgan Buckley**  
**General Manager for Development, World Rugby**

Morgan Buckley is General Manager for Development at World Rugby (formerly named International Rugby Board). He was appointed to this position in May 2010 and is responsible for leading the World Rugby Development programme working with 117 member Unions and 6 Regions of the World Rugby, reporting to the Head of Development and International Relations.

Morgan leads the World Rugby team of Regional General and Development Managers to grow and develop the game globally. This includes managing the annual World Rugby Development Investment programme of £9m to our member Unions and Regions; working to oversee an extensive programme of regional competitions; union and regional planning, development participation and age grade programmes for men and women. He leads the implementation of the following World Rugby programmes: Get Into Rugby; Leading Rugby; Impact; Olympic Development; Womens Rugby in conjunction with World Rugby staff.

Previously he was Managing Director of ASMT (Atlantic Sports Management & Training Ltd). He led multi-disciplinary teams, successfully completing over 150 projects, in Ireland and internationally, in all aspects of sports management, high performance sport and facility development.

Clients included the World Rugby, SANZAR and major projects for the rugby unions of Argentina, Canada, Ireland, Scotland and the USA and the professional teams in Ireland. He led projects to establish national sporting systems and strategies in Ireland, UK, Europe and North America for governments, national agencies, national and local sporting organisations. Morgan has presented at numerous conferences internationally and provided training and advisory services to many leading professionals in the sports business. Prior to this he worked for 6 years in the sport and leisure sector in New Zealand and Australia. He was a director of leading Wellington based sport and leisure company Strategic Leisure.

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**Razvan Burleanu**  
**President, Romanian Football Federation**

Razvan is the president of the Romanian Football Federation, since March 2014, and president of the European Minifootball Federation, since 2012.

A political science graduate, with a PhD in international relations, Mr. Burleanu worked until 2011 in institutions of the central public administration in Romania, while also being involved in developing grassroots football projects.

As a leader of the European federation, he contributed greatly to creating a successful sports event, the Minifootball European Championship - miniEURO, and to institutionally develop the organization that today comprises 30 national associated federations.

By winning the elections for the Romanian Football Federation with a reform project at the beginning of this year, Mr. Burleanu has set as a goal ensuring that Romanian football is raised to the technical, managerial and competition-related standards of European countries that were successful in this sport. Razvan Burleanu's project opened the path to major changes in the sport governance, as well as at the level of youth football through the implementation of specific projects, through the creation of eight centers for excellence and through grassroots activities.



**Tom Burstow**  
**Head of Sports Programmes, UNICEF United Kingdom**

Tom began his career with an 18 month period living and working in rural Ghana. During this time he became actively involved in a variety of local community projects alongside his Day to Day teaching role. Subsequently, Tom has spent the last 10 years working in the not for profit sector in the United Kingdom, managing several high profile, multimillion pound partnerships focused on a variety of themes including education and the environment.

Since joining UNICEF in 2008, Tom's focus has been primarily on the development of sports partnerships and programmes that benefit children around the world.

In particular, through connections with both the London 2012 Olympics and more recently Glasgow 2014 Commonwealth Games, Tom has led UNICEF's engagement with major sports events as a means of generating awareness amongst global audiences and millions of pounds for UNICEF's work.



**Daniel Cade**  
**Project Manager, RESPONSIBALL**

Daniel Cade has an undergraduate degree in Sports Science and Business Management from Oxford Brookes in England, and a Master in the Humanities, Law and Management of Sport from CIES in Switzerland.

Daniel is senior consultant at Schwery Consulting. He manages and supports social responsibility and sport projects for the Swiss-based social enterprise. As part of this work, Daniel runs RESPONSIBALL, an online football and social responsibility platform for the football industry, supporting clubs in particular. The platform serves to promote the social role that clubs can play in their communities.

**EUROPEAN HEALTHY STADIA NETWORK**  
**JOIN THE MOVEMENT**



**Healthy Stadia® Concept**

Healthy Stadia are..... those which promote the health of visitors, fans, players, employees and the surrounding community... places where people can go to have a positive healthy experience playing or watching sport



**European Network – Advocacy, Guidance and Support**

The Network has been part-funded by the World Heart Federation through its partnership with UEFA since early 2010, and currently works in 13 European countries with a membership of over 300 sports stadia and supporting organisations. The Network has the following broad aims, objectives and services:

- Promoting the Healthy Stadia® concept of developing sports stadia as health settings through stadia and club policies and community health interventions
- Supporting clubs, stadia, leagues and national governing bodies to form successful partnerships with key stakeholders addressing the wider determinants of health
- Development of specialist guidance documents for stadia to assist the planning, roll out and evaluation of policies initiatives, e.g. active travel plans
- Dissemination of good practice and new developments across the Network through case studies
- Advocacy and support for national governing bodies of sport and large scale sports events to develop effective health policies and legacies
- Bespoke support for clubs and stadia to benchmark the current range and impact of health policies and practices, and identifying opportunities for additional actions, including funding sources, suitable partners and evaluation.

To find out more about the Network, including guidance documents, library of case studies and additional resources, please go to: [www.healthystadia.eu](http://www.healthystadia.eu)

**Sign up Today!**

**European Network of Healthy Stadia**

Membership of the Network is free of charge, and is open to all organisations involved in the Healthy Stadia® agenda from the private, public and charity sectors. If you would like to register your organisation this can be completed online at:

**[www.healthystadia.eu](http://www.healthystadia.eu)**

If you have any questions about registration or our wider advocacy and support activities mentioned above, please do not hesitate to contact us:

**[info@healthystadia.eu](mailto:info@healthystadia.eu)** or  
**+44 (0) 151 237 2686**



The European Healthy Stadia Network is supported by the World Heart Federation through its partnership with UEFA





**Matteo Campodonico**  
**Founder & CEO, Wyscout**

Matteo Campodonico is Wyscout Spa Founder and Chief Executive Officer. He founded Wyscout in 2004, after having started his career as a business analyst for Finmeccanica IT company Eltag Spa, then moving on to Banca Carige's Strategic Planning and Investor Relations Team. Matteo Campodonico holds a bachelor's degree in Economics from the University of Genoa and he is currently Cofounder, shareholder and Mentor of IT company Appfactory and Cofounder and Mentor of Italian fashion brand Magil. His experience with Wyscout has raised the attention of then-Prime Minister of Italy, Mario Monti, who appointed him as one of the most important Italian examples of entrepreneurship in 2012. He has been a frequent speaker at numerous international events on sport business, entrepreneurship and new technologies.



**Joan Carreras**  
**Commercial Director, ACB**

Joan Carreras is currently the ACB's Commercial Division Director, in charge of the Marketing and Business sections of the government body. From this position has led the process of restructuring the ACB's sponsorship model from a system managed by external agencies to a new one with integrated management by the organization itself.

Throughout his 23 years in this organization, J.M. Carreras has had the opportunity to develop multiple facets related to professional managing of a premier sports property. With a Bachelor of Computing, he joined the ACB to develop the system of official statistics in the league. Subsequently he held positions as responsible for IT, Media Director and Director of On-Line Department.

In 2006 he reoriented his professional profile toward the business branch. As Director of Business Development, he implemented a new business line in order to produce and monetize new technologies content, led the expansion of the ACB in the international TV markets and built two fitness centers with ACB's brand. In 2012 he was appointed as director of the ACB's Commercial Division (Business & Marketing).



**Giovanni Castelli**  
**Member of the Sport Facilities Commission, Serie A and Serie B**

From 1988 to 1995 he has been a Technical Officer of the Municipality of the Town of Varese (Comune di Varese); the specific task was the direction of the maintenance of public gardens, as well as the creation and the planning of new green areas.

From 1999 to 2003 he joined the Administration Council of the Campo dei Fiori Park (Parco Campo dei Fiori, natural protected area in the Varese Province); in 2003 he assumed the Presidency of the Park until 2008. Since 1998 he is in charge as Director of Parco del Roccolo, a natural protected area near Milan established by the Municipalities of Parabiago, Canegrate, Busto Garolfo, Casorezzo, Arluno and Nerviano. He has established an agronomist firm formed by a group of Agronomists and Architects, specialized in green and gardens planning, land and urban planning, environmental mitigation. He is in charge as Director of the football pitch of the Meazza Stadium - "S. Siro" in Milan.

He is external consultant employed in controlling and verifying the maintenance operations of football pitches, including turfing, all over Italy for principal Association members of Italian professional soccer leagues Serie A and Serie B. Inside the professional soccer leagues Serie A and Serie B he is sole member of the Sport Facilities Commission.



**Sandra Caviezel**  
**Head of Sponsorship, Credit Suisse Private Banking**

Sandra Caviezel since 2008 has been Head of Sponsorship for Credit Suisse Private Banking, based in Zurich. Previous to that she was 2004 - 2008 Head Sports Sponsorship at Credit Suisse.

From April 2001 - 2003 Sandra was Head Formula 1 Office for Credit Suisse. From July 1999 - February 2001 she was at Advico Young & Rubicam as Group Account Director and before that Sandra started her career at Credit Suisse in 1986.



**Jerome Champagne**  
**Candidate for the FIFA Presidency**

Jerome Champagne, born June 15, 1958 in Paris, is a French diplomat from 1983 to 1998, executive of FIFA from 1999 to 2010 and a consultant in international football.

Diplomatic Advisor and Chief of Protocol of the French organizing committee of the 1998 World Cup, he then joined FIFA where he successively held the positions of international adviser to the President (1999-2002), Deputy Secretary General (2002-2005), Delegate of the President (2005-2007) and finally Director of International Relations (2007-2010) during the terms of President Sepp Blatter.

He left FIFA in 2010 and became football commissioner for the World Festival of Black Arts in Dakar (2010) and an adviser to the Palestine Football Federation (PFA) and the Palestine Olympic Committee (POC), the Football Federation of Kosovo, the Cyprus Turkish Football Association (CTFA) and finally the Congolese football club TP Mazembe of Lubumbashi.



**Professor Jean-Loup Chappelet**  
**IDHEAP**

Jean-Loup Chappelet, PhD, is a full professor of public management at the Swiss Graduate School of Public Administration (IDHEAP) of the University of Lausanne. He was IDHEAP Dean from 2003 to 2011. He previously held managing positions at the International Olympic Committee and in a "big-four" firm. In 1995, at IDHEAP, he launched the first sport management course in Switzerland which is still held every autumn. For twelve years (1999-2011) he was the director of the MEMOS programme, a master programme run by eleven universities for Olympic Solidarity. He founded in 2000 the Académie internationale des sciences et techniques du sport (AiSTS) with colleagues from the Universities of Lausanne and Geneva, and the Swiss Federal Institute of Technology (EPFL). He is the General Secretary of the International Coubertin Committee and a member of the Education Commission of the World Anti-Doping Agency (WADA). He authored many scientific articles and several books (including in Japanese, Korean and Russian) on sport management and the Olympic phenomena.

Reports

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**Michael Cole**  
**(former London 2012 Marketing Director BT Global Services),**  
**TrueGold Communications**

As the former London 2012 Marketing and Communications Director for BT Global Services, Michael was responsible for activating BT Global Services' highly successful London 2012 Olympic and Paralympic Games marketing campaign worldwide, as well as being responsible for all operational and crisis communications across BT's highly acclaimed London 2012 Delivery programme, as the official Communications Services partner for London 2012.

Post the Games in 2012, BT was recognised by politicians and business leaders as the company that provided the greatest corporate contribution to the success of London 2012. Michael also led BT to being awarded no less than six industry awards for its performance throughout the London 2012 Olympic and Paralympic Games, and helped BT's brand enter the Global 100 for the first time in its history.

His role on London 2012 involved working extensively with the London Organising Committee of the Olympics Games, the United Kingdom Trade and Investment Office, the Foreign & Commonwealth Office, Transport for London as well as other sponsors and agencies, and as such he has created a strong and influential network of key contacts across the sports industry. He was also responsible for BT's global legacy programme, and led engagement on future major sporting events including Sochi 2014, Rio 2016, Pyeongchang 2018, Tokyo 2020 and Qatar 2022.

In his latest role, as a board member for innovision, his activities included Tour de France and Formula E, as well as close engagement on a number of other major sporting events.



**Jean-Marie Conz**  
**Senior Manager for Technical Development, FIFA**

Jean-Marie is an ex-professional Swiss football player who has played 400 matches with the 1st division team, Young-Boys Bern. During this time Jean-Marie won several titles including the Swiss championship in 1986, the Swiss Cup in both 1977 and 1987 and reached the quarter finals of the Europa Cup against Ajax in 1987. Jean-Marie was also a player for the Swiss National Football Team.

After his career as a player, Jean-Marie started coaching. From 1988 to 1998 he coached Delémont (2nd div. Swiss), Young-Boys Bern (1st div Swiss Sport director and coach) and Port-Said (1st div. Egypt) before becoming a FIFA instructor in 1999. He then went on coaching the Saudi Arabia Youth National Teams (U14 - U17 - U19 and the first national team with 3 matches for the World cup qualification in Germany (2006) ) until 2008.

Jean-Marie Conz joined FIFA in 2008 as a consultant and as a member of the technical study group and was also coaching the Haiti National Team, for the qualification of the World Cup 2010 in South Africa.

Since 2012 Jean-Marie is Senior Manager for the Technical Development at FIFA and has participated in the 2014 World Cup in Brazil as a FIFA Member of the technical study Group.



**Sebastian Chiappero**  
**President, Swiss Sponsorship Think Tank**

Sebastian Chiappero holds an Executive Master of Business Administration (HES) and an IMD Marketing Certificate.

He has worked for major firms and organizations such as Procter&Gamble, Hewlett-Packard and the Geneva council. He created the agency Sponsorize in 2007 to fulfill the needs of sponsors in terms of monitoring and measurement.

He defines sponsoring as being a platform where interests merge: "Sponsorize is the answer to fundamental needs: strategic vision, global information, benchmarking, monitoring and measurement for marketing decision-makers!"

Since 2008, Sebastian took the Presidency of the Swiss Sponsorship Think Tank (SSTT) that defends sponsors' interests and promote sponsorship throughout Switzerland and abroad. The SSTT organizes every year Conferences, workshops and the Swiss Sponsorship Awards Ceremony.



**David Cipullo**  
**Head of Media and Marketing Centre, Infront Sports & Media**

David has an extremely diversified background in sales, corporate consulting, marketing and internationalising properties, and is currently the Head of the Media and Marketing Centre for Infront Sports & Media. He leads a team which analyses sports' best practices, benchmarks sponsorship and media rights sales pricing, studies sponsorship structures and coordinates global sales across the Infront's portfolio. With sponsorship's evolving, he has played a major role in centralising rights and integrating digital initiatives for key properties, including the Chinese Basketball Association (CBA), Four Hills ski jumping, Champions Hockey League (CHL), Turkish Basketball League (TBL) and Ironman Triathlons.

Prior to Infront, David was the Head of Partnerships for Liverpool FC leading global sponsorship sales and international tours. He was the Director of Sales for the USA-based agency, Team Services, LLC which specialized in venue commercialization and government partnerships. A variety of roles across the industry have been with Learfield Sports, SFX Sports, United States Olympic Committee and the Washington Wizards (NBA).



**Andy Cole**  
**Head of Stadia Services, STRI**

Andy has been the lead consultant for many of STRI's recent high profile projects, both on the pitch and as point of contact for urgent off-site advice, helping to deliver natural turf pitch projects for FIFA including World Cup 2010 in South Africa, FIFA Women's Under 17s World Cup 2010 in Trinidad and Tobago, Costa Rica 2014 and most recently FIFA Confederations Cup 2013 and World Cup 2014 in Brazil.

Providing advice and managing projects on-site for UEFA including UEFA Euro 2012 in Ukraine and Poland, Europa League Final in Bucharest and UEFA Club Tournaments 2012 in Russia. Andy has overseen major projects and subsequently closely managed the ongoing pitch performance at Donbass Arena in the Ukraine and Gamla Ullevi Stadium in Sweden. In addition to his work at major tournaments Andy provides ongoing consultancy advice to many clients including Aston Villa and Birmingham City.

Andy has proven technical, logistical and management abilities as technical lead for 32 training pitches for London Olympics 2012 spread geographically throughout England, Scotland and Wales.



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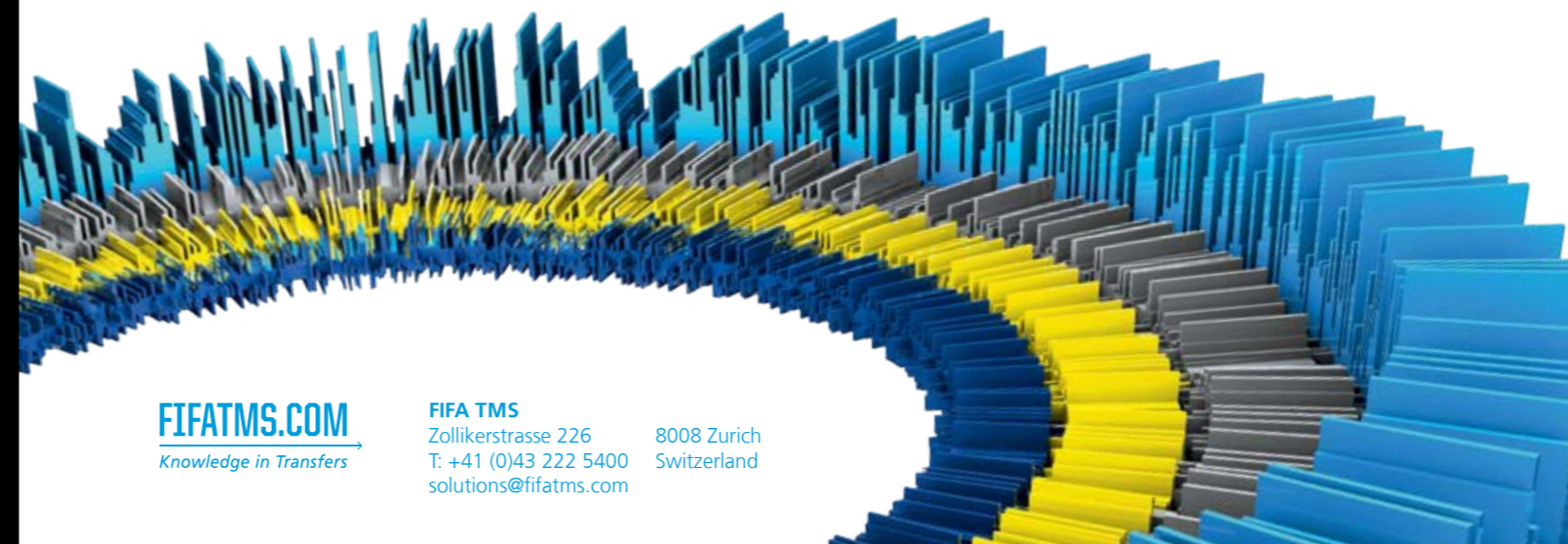
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**ABOUT THE ICSS**

The ICSS is an international organisation that provides expert advice in sport safety security, and integrity.

As part of its aim to ensure the highest levels of safety, security and integrity in sport, the ICSS's team of international experts offer a range of tailored services and expert advice.

For more information on the ICSS please visit [www.theicss.org](http://www.theicss.org)

**ICSS SAFETY AND SECURITY SERVICES**

- Threat and Risk Assessment
- Venue Security Master Planning
- Venue Security Design
- Major Sporting Event Safety and Security Operational Planning (Bidding and Hosting)
- Specialist Training for Sport Safety and Security Professionals

The ICSS Safety and Security team has worked on a wide range of venues and projects such as :

- Assisting UEFA Champions League security operations
- Security peer reviews for several multi-purpose sports arenas scheduled to host major international sporting events
- Security master planning and design of a multi-purpose sports facility scheduled to host a major international sporting event
- Developing safety and security requirements for a major international sport federation
- Assessing security at various major international sporting events

**ICSS SPORT INTEGRITY SERVICES**

- Cutting edge ideas, analysis and policy research
- Promoting fit-for-purpose institutional approaches grounded on a "self cleaning culture"
- Specialist Integrity and Transparency Advice
- Match-fixing Awareness Seminars and Professional Training Programmes
- Intelligence and Investigation Support
- Extensive Information and Knowledge Services

**Major Event Security: Insight by Helmut Spahn (Director General, ICSS)**

2014 has been a spectacular year for sport with the 2014 FIFA World Cup™ in Brazil, 2014 Sochi Olympic and Paralympic Games and the 2014 Commonwealth Games in Glasgow to name a few providing many memorable moments.

This year was also a year that saw the topic of security dominate the headlines in the lead up to several major sporting events.

The Winter Olympic Games in Sochi were always going to receive a higher level of interest than previous editions and the two suicide bombings in the southern city of Volgograd before the Games drew Olympic security into sharp focus before the Olympic flame was even lit.

In the end though, the increased security presence was entirely vindicated. Sochi, and Russia, not only hosted a safe and incident-free Games but it was viewed by many as one of the most successful Winter Games in history.

As well as Sochi, Brazil's hosting of the 2014 FIFA World Cup also received its share of media scrutiny around security only for the country to go on to host one of the most spectacular tournaments in football history.

There are many commercial reasons why rights holders are looking towards so-called "emerging markets", like Brazil and Russia however, hosting major events in new markets presents organisers, and sponsors, with many new risks and challenges - particularly with safety and security.

Here at the ICSS, as part of our aim to protect sport, we believe that it is vital to apply a more global, coordinated approach to addressing the challenges that organisers face when securing major events.

As we saw with Brazil and Russia, different hosts apply different approaches to security and 2014 has provided a number

of important lessons for many cities and countries to incorporate over the next 12 months.

**COMMUNICATION AROUND MAJOR EVENT SECURITY IS ESSENTIAL**

Over the last few years there has been a clear trend developing around the relationship between media and major event security. As we saw in the lead up to Brazil and Russia this year, negative headlines involving security could potentially have a significant impact on ticket sales, operational budgets and the overall success of an event.

Developing a tailored approach to communications planning around security, including proactive media relations, regular updates with key stakeholders and informing the wider public on security preparations is an area that we believe here at the ICSS, can be improved upon by many host cities and countries.

**SECURITY AND NEW TECHNOLOGY**

This year, some exciting, new technologies were also showcased at major sport events that will hopefully revolutionise major event security in the future.

At the ICSS, we are constantly striving to identify innovative, new ways to protect sport and new technology like RFID, trace detection, vibra-image technology and GPS, which were used at Sochi, will play an important role in improving major event security.

Over the next few years, technology will revolutionise the way major sport events are secured and I expect that consumer and retail technology like google glasses, retina scanning and mobile apps will also have a huge impact on the way fans interact with security professionals at future events.

**IDENTIFYING AND MINIMISING RISK AT THE EARLY STAGES OF SECURITY PLANNING**

Many organisers at the moment only include security into wider planning at the later stages of an event life cycle.

At the ICSS, we have developed a unique tool, known as the Safety, Security & Integrity Model™ (SSI Model), that aims to support major event organisers in including security throughout the entire planning and preparation phases and also addresses the entire range of security functions that should be considered when planning an event.



By applying a more proactive approach to security and identifying and accounting for potential risks earlier can security costs be minimised and pressures around any last-minute security requirements be reduced.

**THE CHALLENGE TO SECURE MAJOR EVENTS HAS NEVER BEEN GREATER**

With many events reaching out to new markets, the challenge to secure major

sporting events has never been greater and there is now a real need for sport to apply a more international way of thinking to protect itself.

To support this need, the ICSS has brought together some of the world's leading experts in safety, security and integrity to safeguard sport and only by working together and applying a more coordinated, holistic approach to security and integrity issues can we ensure a safer future for major events and for sport.



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**Joyce Cook**  
**Managing Director, Centre for Access to Football in Europe (CAFE)**

A long-time campaigner for equality and inclusion for disabled people in football and other sports; Joyce is managing and founding director of the Centre for Access to Football in Europe (CAFE). CAFE is a European wide charity established with UEFA's support to help improve access to football stadia and by using the special influence of football to help raise awareness more widely so that disabled people are able to exercise their rights to live more independently and fully within their own communities.

Joyce, is herself a disabled football fan, and is also Chair of Level Playing Field, a United Kingdom charity representing disabled sports fans and providing expert guidance to football, cricket, rugby and the London 2012 Olympics and Paralympic Games. She sits on a number of diversity and access boards including the Football Association Inclusivity Advisory Board and has provided expert accessible stadia advice and written papers and publications on the subject for various sports and governmental bodies and international sporting events and groups.

Joyce is also active in the wider equality arena as a board member at FARE (Football Against Racism in Europe) and a Director of Women in Football, a United Kingdom network of professional women working in and around the football industry who support and champion their peers and aim to improve women's representation at all levels of the game.

Joyce, who lives happily in London with her partner of almost 20 years, was awarded an OBE in the 2012 Queen's New Year's Honours for services to disabled football supporters. She remains dedicated to helping to create an inclusive game at all levels of football - one that truly reflects the wider society.



**Jacques Crevoisier Ph.D.**  
**Arsenal's Pioneering Profiler, UEFA Advisor, Psychologist & TV Pundit**

Jacques worked for UEFA's technical department as a senior manager and also as a high-ranking adviser to European Football's governing body. The former Liverpool Head Coach, worked for Tottenham's academy for two years and has a glowing reputation that he earned within the French Football Federation and being the National Coach for more than 10 years. He has a Ph.D. in Psychology and is an officially recognised instructor of Physical Education. He has been awarded with the Chevalier de l'ordre National du Mérite.



**Darren Crossman**  
**Facilities Manager, Millennium Stadium**

Darren is Facilities Manager at the Millennium Stadium. He trained and qualified as an engineer at the beginning of his career and has over 15 years' experience in facilities and property management. He is an active member of the British Institute for Facilities Management and is also a member of the Institute of Occupational Safety & Health.

Darren has been Facilities Manager at the Millennium Stadium since 2010. During this time, he has developed an on line health and safety management system, implemented and managed the Sustainable Events Management System to ISO20121. He has attended the Emergency Planning College and achieved NVQ level 4 in Spectator Safety Management. As a part of his role, he ensures compliance of the stadium with Fire Safety Regulations, ensuring that the fire risk assessment and all other requirements are maintained. The role of Facilities Manager includes responsibility for health and safety, energy management, sustainable development and contract management.



**David Cushnan**  
**Editor-in-Chief, SportsPro**

David Cushnan is the Editor-in-Chief of SportsPro, overseeing an international monthly publication that focuses on financing, marketing and sponsorship in sport and its accompanying website, sportspromedia.com. David has presided over every issue of the magazine since its launch in early 2008 and interviewed senior figures from every major sport, as well as executives from many of the world's leading sponsors and broadcasters. He has written for all nine editions of the Black Book, the industry-acclaimed annual Formula One publication, and been its editor since 2009. He was the host of SportsPro Live, SportsPro's first major industry Conference in March 2014, and the first Black Book Race Forum in July 2014. He has moderated panel discussions at industry events including Soccerex, the Ivy Sports Symposium, Securing Sport, the World Travel Market and Doha Goals.



**Shaun Dawson**  
**Chief Executive, Lee Valley Regional Park Authority**

Shaun is the chief executive of the Lee Valley Regional Park Authority which has 7 major sports venues as part of its wide portfolio, 3 of which are legacy venues from the London 2012 Games-VeloPark, White Water Centre and Hockey & Tennis Centre.

The Lee Valley Regional Park is a 4,000 ha leisure destination attracting over 5 million Visitors a year.

Shaun's involvement in the London Olympic project began at the bid stage and has included the design and business planning for the venues, supporting the delivery of the Games and now operating 3 venues in legacy.

The VeloPark, White Water Centre and Hockey & Tennis Centre are popular and busy venues with a strong community focus, significant commercial activity and an extensive major events programme 2014-18 hosting World Cups, World Championships and European Championships.

Shaun has 25 years experience of planning, designing and operating sports venues in the public and private sectors, addressing the challenge of balancing community and commercial needs and ensuring long term sustainability and viability.

Shaun is a member of the United Kingdom Government's Rio 2016 Advisory Panel and has spent time in Rio advising the City, State and Federal Governments on sporting legacy. In addition he has also provided legacy planning advice to Tokyo 2020.



**Mikaela Decio**  
**R&D analytical lab, Mapei Sport**

Mikaela Decio graduated in pharmaceutical chemistry at the University of Milan. Since 2000 she has been working in the Central Analytical Department of Mapei Research and Development Centre in Milan. Since 2003 she has been mainly involved in VOC evaluations for new eco-friendly formulations; she is member of ISO TC 35 WG1 (VOC emissions); she is author of several papers in adhesives and VOC emissions fields.

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**Carlo De Marchis**  
**Chief Product Officer, deltatre**

Carlo De Marchis is the Chief Product Officer at deltatre and has joined the company in 1988; for 26 years now, he has experienced the highest levels of sport all around the world and participated to every step of deltatre's impressive growth. ToDay, Carlo De Marchis leads the Company's Product Strategy with an exclusive drive on Social Media, Multi-platform digital solutions and their interaction with the TV.

Carlo is seen as an innovator, challenger, and visionary, someone who is curious, passionate, assertive, early-adopter. He also has a fanatical user-perspective attention to the quality and usability of what deltatre delivers to clients and end-users.

carlo.demarchis@deltatre.com ; www.deltatre.com ; Twitter: @cdm



**Professor Pier Donini**  
**Professor, HEIG-VD**

Professor in computer science at the HEIG-VD. Conception of GAPS, the HEIG-VD academical information system.

Co-founder of the sport company Tabrasco Ltd. Conception of sport management databases and systems.



**Marc Douglas**  
**Research Coordinator, World Rugby**

Marc Douglas is the Research Coordinator in the Technical Services Department of World Rugby. Marc has worked in this role since 2012 and holds a Bachelor's Degree in Mechanical Engineering, an ACCA accounting qualification and a Master's Degree in Sports Administration.

Marc is currently responsible for managing World Rugby's artificial turf programmes including the Preferred Turf Producer Scheme and the Accredited Test Institutes. Marc also assists Unions and individual clubs with queries they have regarding artificial turf. Marc has been involved in the technical aspects of the World Rugby's artificial turf programme including input into all aspects of the One Turf programme to provide a single standard for multi-sport artificial pitches at community level.

In addition to working on artificial turf, Marc's responsibilities include administrating internal and external research projects funded by World Rugby. This has included research into medical guidelines, concussion assessment, health studies, stadium facilities and coaching frameworks. Marc is also heavily involved in projects related to players' equipment, specifically goggles, GPS devices and studs.



**Professor Jiri Dvorak**  
**Chief Medical Officer, FIFA**

Jiri Dvorak is a Professor at the University of Zurich, a Senior Consultant in Neurology at the Schulthess Spine Center, Zurich and Chief Medical Officer to FIFA. He is a senior Editor of the British Journal of Sports Medicine and deputy editor of SPINE. He is widely published with 320 original articles and 48 books in different languages. His current research activities are focused on the prevention of communicable and non-communicable diseases, harnessing the popularity of football within a larger project "Football for Health". In 1994 he became the Chairman of F-MARC (FIFA Medical Assessment and Research Centre) and Chief Medical Officer to FIFA. He currently sits on the IOC Medical and Science Committee and is a member of the WADA Health, Medicine and Science Committee. As FIFA Chief Medical Officer, he is responsible for the medical organization of the FIFA World Cups, including the past five. He has received numerous awards for his research work on the spine.



**Chris Eaton**  
**Executive Director Sport Integrity, International Centre for Sport Security (ICSS)**

With over 40 years' experience in the field of international law enforcement, security and integrity - including senior roles at FIFA, INTERPOL and the Australian Federal Police - Chris Eaton is one of the leading international experts in the area of sport integrity and sports-results manipulation.

Since joining the ICSS in April 2012, Chris has put together a specialist team of global experts and investigators who offer a range of integrity services in sport. As Executive Director of Sport Integrity at the ICSS, Chris's primary role is to promote integrity reform in the sport industry and support the creation of international measures to combat integrity threats to sport.

As a recognised figure in the field, Chris has spoken out against a number of international issues including match-fixing in English and African football, the need for governmental involvement in sport integrity and general corruption in sport.



**Vira Egli**  
**Head of Sales and Marketing, FIFA TMS**

Vira Egli is the Head of Sales and Marketing at FIFA TMS. In seeking to uphold the key principles of transparency and integrity in transfer operations, FIFA TMS now delivers premium products and services to football stakeholders.

Vira developed an interest in the sports sector after working as a sales director for an insurance agency specialising in extreme sports.



**James Emmett**  
Editor, SportsPro

James Emmett is the editor of SportsPro magazine, the international sports industry's leading monthly publication that focuses on the commercial, political and organisational aspects of sport worldwide. James has written for SportsPro since 2008, and has set the agenda for the magazine since becoming editor in 2012. He has written for the Black Book, the industry-acclaimed annual Formula One publication, for cyclingnews.com, the number one news outlet for the sport of cycling, and has interviewed leaders from every major sport and across every facet of the sports industry. He has moderated panel sessions at industry Conferences and was a co-host of SportsPro's own Conference, SportsPro Live, in March 2014.



**Marcos Falopa**  
Technical Director, Barbados National Football Team

Marcos is a Brazilian football manager who played for Palmeiras and Sao Caetano. He is a qualified adviser and coaching instructor accredited by FIFA. Having graduated with a Bachelor's degree in Sports & Physical Education, Marcos also earned a Master's degree in Football from the University of São Paulo, and a UEFA Pro Coaching License (FIGC). He is a member of Brazilian and Italian Coaches Association and has more than 35 years of experience in football.

Marcos has coached Clubs and National Teams in several countries, since 1973; Arabian Gulf (Qatar, Bahrain, UAE), Cameroon: Tornereer Karala Club, Japan: Nagoya Grampus, Brazil: A.A. Ponte Preta; S.E. Palmeiras; Brazilian Master National Team (with Pele, Rivelino, Jairzinho etc), Oman FA, Myanmar National Team, Italy: Rieti FC, India: East Bengal FC and was also the former Technical Director of Santos FC, CONCACAF and South African National Teams.

Marcos has participated in several international competitions with those Clubs and National Teams, including Qualifications Matches for the World Cup. He was also part of 8 FIFA World Cups as a technical observer. Marcos has run Coaching Programs by CONCACAF, CAF, UEFA and FIFA and some of the famous players were scouted by him in different countries.

He wrote a book called "The Brazilian Way to Play Soccer" and several technical articles for different football magazines and he is currently the Technical Director of the Barbados National Football Team.



**Hannah Gibbs**  
Development Manager, Living Streets

Hannah is Development Manager at Living Streets, the National Charity that stands up for pedestrians. Her role involves building, developing and maintaining partnerships in order to increase the influence and impact of this charity. Hannah works with Local Authorities, statutory organisations and private companies to ensure they are putting pedestrians first and making changes to their policies and to the public realm that will encourage people to walk more.

Since gaining an MSc in Urban Regeneration, Hannah's career has focused on community engagement in changes to the built environment; managing the delivery, evaluation and review of many successful community projects.

Hannah's work and education have given her a strong technical knowledge and a keen interest in how streets work for people and what can be done to encourage changes in behaviour to more sustainable living.

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# Aspire Zone, the award-winning sports and healthy lifestyle destination!



The Foundation brings together its three member organizations in one location, the Aspire Zone, a multi-purpose sports destination stretched across 2.5 square kilometres incorporating state-of-the-art sports venues.

Aspire Zone, *the ultimate new sports experience*, boasts some of the world's finest sports infrastructure and facilities, offering unparalleled opportunities for sports development & education, sports events & competitions as well as promoting a healthy lifestyle.

Already setting global standards and in sports city management, Aspire Zone Foundation incorporates three innovative organizations: Aspire Academy, Aspetar - Qatar Orthopaedic and Sports Medicine Hospital and Aspire Logistics. The three corporations were united in 2008 under Aspire Zone Foundation umbrella; with a promising vision to become the reference in sports excellence worldwide.



The year 2006 was an extraordinary time for Qatar, as it witnessed the Asian Games organized in Doha. A whole city was built for this purpose; to welcome organisers, athletes, teams, coaches, and the audiences to the event. During the Asian Games, Aspire Zone hosted more than 200 events of heated competition over 15 days.

## What Do We Do?

### Making Champions

Through adopting a premier sport education program and a holistic approach to athlete development, our aim is to transform young sports talents into the future generation of sports champions.

### Managing Athletes' Performance

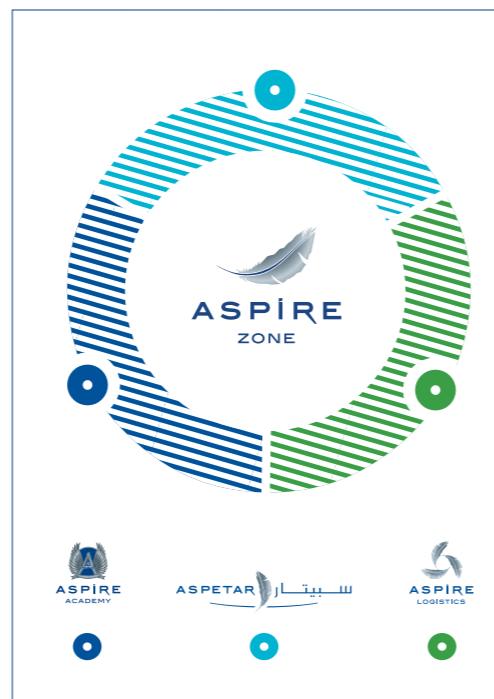
Working with leading sports medicine practitioners & innovative technologies, we have developed a truly multidisciplinary approach to diagnosis, treatment & management of injuries, enhancing athlete health and well-being.

### Home to Sports Events

With unparalleled expertise gained through successfully hosting some of the region's most high profile events, Aspire's venues and teams can organize a comprehensive range of sport events, training camps and accommodate VIPs.

### Promoting a Healthy Lifestyle

Aspire is committed to providing public access to a variety of sports and activities, including fitness programs, sports tournaments, marathons and walks, outdoor gym facilities, running tracks, green parks and family healthy activities.



### Aspire Academy Shaping the Champions of Tomorrow

Established in 2004, Aspire Academy has a dual aim of identifying and transforming promising young talents into champions across a wide range of sports, and to draw the sporting culture into the center of life in Qatar and the surrounding region.

- Sports Academy
- Sports Science
- Education
- Sports & Active Lifestyle



### Aspetar Leaders in Sports Medicine

Aspetar, one of the world's leading specialized Orthopaedic and Sports Medicine Hospital and the first in the Gulf region. The hospital is an officially accredited FIFA Medical Centre of Excellence since 2009.

- Sports Medicine Hospital
- Research & Education
- Rehabilitation
- Athlete Screening &
- Sports Sciences
- Healthy lifestyle community programs



### Aspire Logistics Building and Operating a Truly Unique Event Destination

Established in 2008, to build and operate state-of-the-art sports venues and to manage events. The business focuses on facilitating the realization of sports and related events in Aspire Zone venues by providing a one-stop shop to cater for event requirements.

- Sports Event Management
- Sports Venues
- Sports camps
- Venues Management & Support Services Operation



The outstanding success of Qatar's U-19 national team was a big moment for Aspire Academy. All the players of the team that succeeded at the AFC U-19 Championship in Myanmar were either graduates or student athletes of the Academy.



The 3<sup>rd</sup> Edition of Doha GOALS (Gathering of all Leaders in Sport), took place in Aspire Zone, Nov 2014. The forum, which is the first initiative of its kind, is action-oriented, and aims to produce initiatives informed by the values of sport to tackle today's largest global issues.



The Sports Science Department at Aspire Academy runs over 17,000 tests annually and supports coaches and student-athletes at different levels.



Aspire's fitness & active lifestyle program, the Aspire Active, seizes spring time to organise outdoor boot camps in Aspire Park, the classes are all run by certified fitness instructors.



Aspire International 6:50 Race 2<sup>nd</sup> edition, took place last October. 50km Runners from the IAU World Trophy Series, ran along side aspiring runners of Qatar. The course, set over 5km that saw participants take a 10 lap journey across Aspire Zone.

"Aspire's complex is without question the best I have ever seen. It is absolutely stunning and the facilities are something special."

- Sir Alex Ferguson, Manager Manchester United - 2013



### Elite training camps The world's most comprehensive campus for athletes in training.

Designed to allow athletes to compete at their potential, the list of teams that have made use of Aspire Zone's facilities is impressive, including football clubs Manchester United, Bayern Munich, Paris St. Germain, Schalke, Eintracht Frankfurt.



Credited as the world's largest indoor multi-purpose dome, Aspire Dome offers innovative facilities for multiple sports and international events. The dome features

- FIFA-standard football pitch with 5,800 seats and video board
- 50 M / 10 Lanes Olympic-size pool and diving pool with 800 seats
- IAAF-accredited indoor banked athletics track with 4,500 seats
- Multi-purpose halls & courts for gymnastics training, fencing, table tennis, basketball, volleyball, handball, martial arts and squash.
- Indoor warm-up track and broadcast facilities
- Gymnasium, physiotherapy and high-performance laboratory
- A 1,200 seat amphitheatre, cafeterias, offices, function rooms and VIP corporate suites.

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### **Giorgio Gandolfi** **Founder and Principal, Giorgio Gandolfi - Sport Marketing, Events and Communication**

Giorgio has a Law Degree at University of Parma. ItalyWriter and reporter in USA, covering high school, college, and NBA basketball. Author of 4 books on basketball, first ever European to publish basketball books in the USA (Prentice Hall, Human Kinetics, and McGraw Hill publishers), with NBA Players and NBA Coaches Associations. Converse Company European manager for basketball marketing, promotion and events (first NBA 3 on 3 events in Europe, NBA camps and clinics all over the world). Media Sports and Arts Marketing Agency (one of the leading agencies in Italy), manager, covering soccer youth tournaments, and Division I Italian basketball league. Italian Basketball and Ice Sports Federations Marketing and Communication consultant. Editor-in-Chief "Giganti del Basket" magazine, Bologna, and "FIBA Assist", the Official Technical Magazine of International Basketball Federation. Giorgio has also conducted several International Sport Marketing Seminars, Corporate Conventions, Coaches Clinics (Euroleague Final Four Coaches Clinics), Tournaments organizer for Giorgio Armani Milan. Giorgio has also been basketball team consultant for Kuwait and Oman Basketball Federations consultant. Lecturer at University of Bari and University of Bologna in sport marketing and management.



### **David Garth** **Head of Venue Sales, Manchester United Football Club**

David joined the Venue team at Old Trafford in November 2008. Initially focussing on matchDay hospitality revenue growth, which has seen stadium sell outs for the last four seasons along with record single game hospitality revenue. David has also been responsible for non-matchDay revenue generation for the last two years and overseen strong revenue and profit performance in this area.

As Old Trafford is a multi-purpose stadium David has worked closely with the Old Trafford team to help deliver England Rugby Union fixtures, Super League Grand Finals, Soccer Aid and in 2013 the Rugby League World Cup Final.

Having worked in the commercial world of football for 13 years holding previous posts as Commercial Manager at Bradford City and Sales Manager at Glasgow Rangers, David is no stranger to the demands of core Venue products and how vital they are to a football club's turnover.



### **Dominique Gobat** **Head of Marketing and Communication, AISTS**

Dominique is Head of Marketing and Communication at the AISTS (International Academy of Sports Science and Technology), a centre of excellence in sport management founded by eight institutions, including the International Olympic Committee and several leading Swiss universities. Dominique joined the AISTS in 2008, first as a project manager where he managed the Lausanne Summit for Olympic Cities from 2008 to 2010 among other projects and managed several processes of the AISTS MSA (Masters in Sports Administration) programme including team projects, research papers and the placement of participants in the sports industry. Dominique graduated from the AISTS MSA in 2007 and prior to starting his post-graduate studies in sports administration, was working from 2002 to 2006 as an information systems consultant for Blue Infinity, a Geneva based information technology consulting firm, within a multi-national client, Philip Morris International. Dominique graduated from the University of Cape Town (South Africa) with a Bachelors of Commerce in Information Systems in 2002. Dominique has been a competitive athlete in several sports including swimming, waterpolo, triathlons and surf lifesaving making the provincial teams in both swimming and waterpolo.



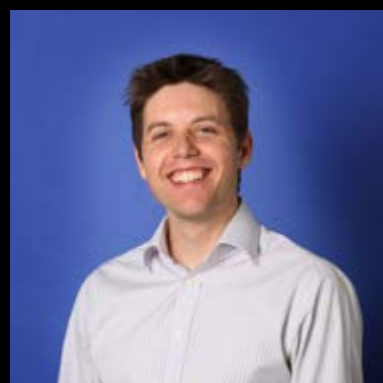
**Tim Goethals**  
**Head of Projects, Association of Summer Olympic Sports Federations (ASOIF)**

Educated in Business Economics, and after an early career in financial consulting at Ernst & Young, Tim decided to trade his career in finance by applying for the FIFA Masters. After having graduated in 2005 from the FIFA Master, Tim started work at FIFA just before the 2006 FIFA World Cup. Shortly after the World Cup he joined the Olympic Movement, through the Association of Summer Olympic Sports Federations (ASOIF) where he is currently Head of Projects.

As Head of Projects, Tim is managing a range of different projects and activities through a dedicated team which is responsible for helping to serve and represent all Summer Olympic International Federations on issues of common interest. He is responsible for the coordination of common and general IF issues of the Olympic and Youth Olympic Games and projects related to Games coordination. Tim has also worked for several years with the SportAccord Convention, the leading yearly gathering where sport meets, as Head of Operations.

Tim Goethals is currently President of the FIFA Master Alumni Association, the Alumni Association of the FIFA Master, which maintains a strong link between all of the graduated students of the FIFA Master so they stay in touch and connected which each other in the sports industry.

Originally from Belgium, Tim is 39 years old and is living in Neuchatel, Switzerland, with his wife and 2 children and occasionally tries to play some tennis.



**Tomos Grace**  
**Head of UK Sport, YouTube / Google**

Tomos Grace is Head of UK Sport for YouTube / Google, responsible for signing and managing some of the largest sports partners in Europe.

Before joining YouTube Tomos was Head of Business Development at the Eurosport Group and worked in the Corporate Strategy team at Canal+ in Paris.



**Dr. Cindy Gray**  
**Lord Kelvin Adam Smith Fellow in Health Behaviour Change, University of Glasgow**

Cindy Gray is Lord Kelvin Adam Smith Fellow in Health Behaviour Change at the University of Glasgow. Her first degree was in Psychology and French and her PHD in Memory and Aging, both from the University of Stirling. She took up her Fellowship in January 2013 to build a research programme drawing on psychological and sociological theory to increase understanding of how to engage hard-to-reach groups in sustained positive lifestyle change. Her main focus is exploring the potential of community organisations (e.g., professional sports clubs – football and rugby to date, bingo clubs) to deliver interventions (including the Football Fans in Training Programme) that are attractive and acceptable to at-risk groups. Other interests include integrating social scientific theory with developments in digital technologies (e.g. mobile phone apps) to promote sustained positive health behaviours.



**David Grevemberg**  
**CEO, Commonwealth Games Federation (CGF)**

David is a recognised international executive with dynamic leadership and managerial experience and capabilities. He has extensive knowledge and experience in Olympic, Paralympic and Commonwealth sport governance and management and a proven track record of forming strategic alliances, creating innovative programmes and initiatives, leading organisational change and transformation and delivering complex projects and large-scale events.

In his role as Chief Executive of the Glasgow 2014 Commonwealth Games Organising Committee (Glasgow 2014 Limited), David has had ultimate managerial responsibility for the organisation's successful preparation and staging of the Glasgow 2014 Games. David was in charge of the Day-to-Day operations of the company, overseeing recruitment of a workforce of around 1,400 paid staff, up to 15,000 volunteers and around 30,000 contractor roles as well as the procurement of over £300m-worth of contracts to support the delivery of the hugely successful Games on time and on budget. He was the chief liaison with Games Partners (Scottish Government, Glasgow City Council, Commonwealth Games Scotland and the Commonwealth Games Federation) and other stakeholders, while acting as the primary public spokesperson for Glasgow 2014 Limited. David was also responsible for providing leadership and innovation in the development of a variety of sport, commercial, cultural, community engagement, corporate social responsibility and Legacy programmes. He has been the Chief Executive of Glasgow 2014 since 2011 after joining the Organising Committee as the director of operations in October 2009 and progressing to chief operating officer in July 2010.

Prior to joining Glasgow 2014 Ltd., David was the Executive Director of Sport and International Federation (IF) Relations at the International Paralympic Committee (IPC) headquartered in Bonn, Germany, where he served from 1999 to 2009. During his career, he has served as a coach, athlete agent, team administrator, consultant and Board member.

David was officially appointed in June 2014 as the new chief executive of the Commonwealth Games Federation (CGF) and will begin his new role in London on 1 November 2014.



**Stefan Gunnarsson**  
**Vice-President and Co-Founder, Vert Marketing**

As VP and co-founder of Vert Marketing in Reykjavik, Iceland, Stefan advises on branding and other marketing related strategies for local companies. He has led both strategy and activation work across multiple industries and with a wide range of clients, including brands such as Pepsi, Mastercard, HP, Microsoft, Tuborg and others. Special interests within marketing relate to Branding, Sponsorships and Corporate Social Responsibility.

Stefan also teaches Branding at Reykjavik University.

Before starting Vert Marketing, Stefan was the marketing manager for Icelandair as well as director of communications for one of Iceland's largest insurance companies.

Stefan has an MSc degree in International Marketing from Strathclyde University in Glasgow, and a Football Industries MBA from the University of Liverpool.

First and foremost though, Stefan is an avid Valur Reykjavik FC fan.



**Peter Hall**  
**Head of Marketing and Broadcast, FINA**

Graduating with a degree in Sport & Recreation Studies from North Staffordshire Polytechnic (now Staffordshire University), Peter began his career at the City of Durham Council in north-east England, working for the cities pioneering Community Recreation Department. After helping to stage the IAAF World Cross Country Championships in 1995, he moved to Switzerland, working for ISL Worldwide on the IAAF Athletics property, which he continued working on for AMS following ISL's bankruptcy in 2003. Peter moved from marketing agency to Federation in 2005, when he took up a position at UEFA in its event management division. In 2005, he took up his current role at FINA, heading up the marketing and broadcast department.



**Sean Hamil**  
**Director of Birkbeck Sport Business Centre, University of London**

Sean Hamil is a Lecturer in Management at Birkbeck College, University of London, where he is the academic programme director of the postgraduate sport management programmes, and a Director of Birkbeck Sport Business Centre.

He is a member of the academic scientific committee of the Master in European Sport Governance (MESGO) - in which Birkbeck is a partner with four other leading European universities. The programme is a high level executive training programme supported by five of Europe's leading sport federations: CEV (the European Volleyball Confederation); EHF (the European Handball Association); FIBA Europe (International Basketball Confederation-Europe); FIRA -AER (European Rugby Association); and UEFA (Union of European Football Associations).

Sean is also a lecturer on the UEFA Certificate in Football Management (CFM) management development programme for executives in UEFA member national associations, focusing on the topic of the organisation and governance of world and European football.

A graduate of Trinity College Dublin (BA Hons., Economics & Politics) and the London School of Economics (MSc Industrial Relations & Personnel Management), following an early career in economic forecasting and marketing consultancy with the Henley for Forecasting.

He has subsequently focused on his core interest - the corporate governance and regulation of sport on which he has written and co-edited an extensive range of articles - notably the 2001-2003 editions of the State of the Game (London: Birkbeck College) corporate governance of English football review - and a number of books including: The Changing Face of the Football Business: Supporters Direct. London: Frank Cass, (2001); Football in the Digital Age: Whose Game Is It Anyway?. Edinburgh: Mainstream, (2000); and A Game of Two Halves? The Business of Football. Edinburgh: Mainstream, (1999).

Between 2003 and 2009 he was an elected director of Supporters Direct, the United Kingdom government-sponsored not-for-profit organisation established to assist football supporters to set up supporters' trusts (co-operatives) which then invest co-operatively controlled equity in their football club with the aim of securing the position of clubs in their historic role as key community assets, and to act as vehicles for the implementation of effective corporate social responsibility. Sean was responsible for establishing Supporters Direct activities in Scotland, where a number of clubs now have trusts as significant minority investors.

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**Bill Hanway**  
**Head of Global Sports and Global Architecture Leader, AECOM**

Bill Hanway is the Head of Global Sports and the Global Architecture Leader for AECOM, the fully integrated infrastructure and support services firm. Trained as an architect in the United States and based in London, Bill headed the AECOM team which won the international competition to provide the masterplan for the Olympic Park in Rio de Janeiro for the 2016 Games and was responsible for the London 2012 Olympic and Paralympic Games and Legacy Masterplan.

Most recently, he is leading the AECOM team on the Tokyo 2020 Games. His work focuses on major regeneration projects and sports masterplanning where he leads multidisciplinary international teams to deliver projects that create new sustainable and integrated communities.

Other recent projects include a new campus extension for Cambridge University and the Heart of Doha Masterplan in Qatar. He also worked on the masterplan for the Kings Waterfront in Liverpool which includes the WEA Area and on the Eastlands Sports City masterplan for the 2002 Commonwealth Games in Manchester.



**Professor Eric Harrison**  
**Consultant to FIFA**

Professor Harrison studied for a B.Sc in Polymer Science at Liverpool University. He spent a year as a Textile Technologist with a leading non-woven textile company before returning to academia for a Ph.D. at Loughborough University followed by a further 3 years as a post-doctoral Research Associate. Subsequently he joined Smith and Nephew as a Research officer developing medical applications for Polymeric Materials.

He joined En Tout Cas as a Research Manager in 1986 developing Sports Surfaces. From 1992 Worked in Industrial Flooring returning to become Technical Director for the ETC Holdings Group. From 2000 - Began working on the FIFA quality concept for Football Turf which was published in 2001 and in 2003 wrote IRB Regulation 22.

He consults for FIFA on the FQC programme and the GOAL/WIN programmes supervising the installation of pitches around the globe and participates in the Technical Group responsible for Regulation 22.

In 2013 was Appointed a Visiting Professorship from UWIC in recognition as a world expert on Sports Surfaces.



**Geert Hendriks**  
**Head of Projects, AISTS**

Geert Hendriks is Head of Projects at the AISTS (International Academy of Sports Science and Technology), a centre of excellence in sport management founded by nine institutions, including the International Olympic Committee (IOC) and a consortium of four leading Swiss Universities.

Based in the heart of the Olympic Capital, Lausanne, Switzerland, the AISTS responds to the needs of the sports industry by providing Education, Consulting and an engaging platform of Connections.

Geert is responsible for AISTS's range of applied research and consulting projects, working closely with international sports organisations. He is also tasked with the management of its Sustainable Sport and Events Centre, whose goal is to engage and empower cities and event organisers through providing practical and comprehensive resources on sports event sustainability and (corporate) social responsibility.

He leads AISTS' annual study on the current state of thinking and sustainability practices of International Sport Federations. Furthermore, he developed an e-learning programme on 'The Business Case for Sustainability in Sport' and 'Impact Assessment' is regularly invited to speak at international sports conferences. His current research focuses on the private sector's involvement in sport for development and peace.

Being Dutch of origin, Geert cycles his bike to work every day and used to be an active korfbal-player. He has a quite extensive experience at amateur level with about any sport involving a ball. Nowadays he plays a "winger" in both handball and (touch-) rugby and organises mall-scale sports activities for refugees and socially deprived youth.



**Dr. Allen Hershkowitz**  
**President, Green Sports Alliance**

Dr. Allen Hershkowitz is the co-founder and newly appointed president of the Green Sports Alliance, a coalition of hundreds of sports teams, leagues and venues committed to protecting the conditions that make life on Earth possible. He has been a Senior Scientist at the Natural Resources Defense Council since 1988 and is Distinguished Visiting Scholar in Sustainable Management in the MBA Program of the Presidio Graduate School. Dr. Hershkowitz is a leader in the movement to make environmental responsibility understandable and achievable for every individual and institution -an accomplishment that earned him the name "The Godfather of Greening" by Yoga + Joyful Living Magazine in 2009.

Dr. Hershkowitz serves as the principal environmental advisor to numerous professional sports leagues, including Major League Baseball, the National Basketball Association, and the National Hockey League, and numerous teams. His leadership in helping Major League Baseball (MLB), the National Basketball Association (NBA), the U.S. Tennis Association (USTA) and the National Hockey League (NHL) go green earned him the U.S. EPA's 2008 Environmental Merit Award. He helped lead the greening of the Warner Music Group and also served on the 2011 NCAA Final Four Sustainability Committee. In 2012 NRDC's Sports Greening Project, which Dr. Hershkowitz directs, won the Beyond Sport "Sport and the Environment Award" at a pre-Olympics event in London.

Outside the U.S., Dr. Hershkowitz has a long history of consistent involvement in some of the world's foremost environmental initiatives, from Japan and Europe to Central America.



**Professor David Hidalgo**  
**Professor, Cruyff Institute**

David is currently Professor at Cruyff Institute and has qualifications as; Bachelor's in Economics and Business, Universitat Pompeu Fabra (UPF); Master in Business Administration (ESADE Business School). International MBA Program in Canada (Schulich School of Business, York University). Human Resources Executive Program, USA (Cornell University), Directorate General Program (IESE Business School).

He has also been Corporate Director, Soldeu Ski Resort - Granvalira.



**Johannes Holzmüller**  
**Group Leader, FIFA Quality Programme**

Johannes Holzmüller joined FIFA in 2008 and is heading the FIFA Quality Programme, including the quality assurance management for goal-line technology, footballs and football turf. In addition, he is responsible for the analysis and implementation of new quality programmes which contribute to the development of the game and the protection of players, clubs and federations. Prior to joining FIFA he was working for the sports rights agency SPORTFIVE at different football clubs in Germany.



**Rob Horton**  
**Head of Audiences for Sport & 5 Live, BBC**

Rob Horton is Head of Audiences for Sport & 5 live. A market researcher by trade, he is a specialist in using audience insight to shape products, programmes and brands.

In his current role, Rob leads a team of researchers with exploring how people engage with media across multiple platforms.

He joined the BBC in 2010 and in that time has led audience and market insight across television, digital and radio. His work has spanned the move to Salford and its impact on audiences, the Sport website refresh, the rise of digital consumption plus major Events such as the Olympics, Euros, World Cup, Wimbledon and the Commonwealth Games.

Prior to the BBC, Rob worked agency side and directed research programmes across the sport, betting and media sectors.

His passion for West Brom and Warwickshire CC continues to bring moments of joy and utter frustration / desperation.

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**Anthony Hudson**  
**Head Coach, New Zealand National Football Team**

Anthony Hudson is currently the Head Coach of the New Zealand National Football Team. He signed a 4 year contract with the New Zealand All Whites in August 2014, preparing for the 2017 Confederations Cup and Russian 2018 World Cup campaign.

Prior to New Zealand and at the age of 32 Hudson was appointed the senior national team job of Bahrain after a successful time as U23 boss. He took over from Argentinian Gabriel Calderon, ex coach of Saudi Arabia and Oman and ex World Cup player. After a successful period with the National Team, Hudson was offered a new contract to keep him in Bahrain until 2016. After taking charge of the Senior National Team he lead Bahrain to qualification for the 2015 Asian Cup, remaining unbeaten along the way and finishing top of the group. Soon after he guided the National team to their highest ever finish at the 2014 West Asian Championship held in Qatar. They beat Kuwait in the final game to earn the bronze medal. Since Hudson took charge of the Bahrain National Team, their Fifa rankings improved.

Hudson made history for Bahrain by winning their first ever Gulf Confederations Cup, beating Saudi Arabia 1-0 in the 2013 final. Bahrain were unbeaten in the tournament, scoring the most amount of goals and conceding the least, overcoming tournament favourites UAE and Saudi Arabia. Prior to this achievement he lead the U22s to the final of the 2012 Gulf Cup tournament in Qatar, eventually losing to Saudi Arabia in the final. Earning a 2nd place finish at the time was the highest Bahrain have ever finished in their history at this level in the Gulf. This record was then broken the following year by Hudson. The same year he completed his UEFA Pro License, becoming one of the youngest to have achieved the highest coaching award in the game.

At the age of 27, he was appointed as manager of Real Maryland FC, in the United States 2nd Division. He took over a team at the foot of the table and reached the 2008 Play Offs, gaining nomination for Coach of the Year along the way. At the age of 30 Anthony Hudson was appointed manager of Newport County AFC after joining from Tottenham Hotspur.



**Adrian Ionescu**  
**Professor, Ecole Polytechnique Fédérale de Lausanne (EPFL), Switzerland**

Adrian M. Ionescu is a Full Professor at the Ecole Polytechnique Fédérale de Lausanne (EPFL), Switzerland. He is the founder and director of the Nanoelectronic Devices Laboratory (Nanolab) of EPFL. The research of the Nanolab focuses on various research topics in the field of beyond CMOS and More-Than Moore devices and technologies. Prof. Ionescu has published more than 350 articles in international journals and Conference proceedings. He is the recipient of the 2013 IBM Faculty Award and of the André Blondel Medal 2009 for contributions to the progress in engineering sciences in the domain of electronics as cited by Society of Electrical and Electronics Engineering (SEE, Paris), France.

He is a member of the Scientific Committee of the Cluster for Application and Technology Research in Europe on Nanoelectronics (CATRENE) and the academic representative of Switzerland to the European Nanoelectronics Initiative Advisory Council (ENIAC). He is an elected Member of International Planning Working Group for Nanoelectronics from 2007 and he is the European Chair of the Emerging Research Devices of ITRS from 2010.

Prof. Ionescu has been the initiator and coordinator of FET Flagship Guardian Angels for a Smarter Life, a Swiss-led advanced research program that has been selected by the European Commission among the top six leading candidates for future emerging technologies in 2012.



**Andrew James**  
**Sports Broadcaster**

Andrew has been hosting sports Conferences and awards ceremonies for over twenty years, working with the FA, Sport England, ISPAL, Loughborough University and numerous local authorities. He is also a distinguished sports broadcaster and presenter with the BBC and UEFA. Over a career spanning more than thirty years, Andrew has commentated on Match of the Day, reported on more than 500 games for flagship BBC Sport programmes like Grandstand and Final Score, reported from the Commonwealth Games of 1998 in Malaysia and for the last six years, he has been engaged by UEFA.com to provide match commentaries on matches in both the Champions League and Europa League. Andrew has developed an interest in Disability Sport producing films for Paralympic Swimmers, CP footballers at a tournament in the Ukraine (2008) and the World Cup of powered wheelchair football in Japan (2007).

His business Bridgfordian Ltd delivered the three most successful FA Women's Cup Finals in terms of attendance figures, with crowds of over 20,000 at venues in Nottingham and Derby between 2007 and 2009.

He also lectures in Broadcasting and Journalism at Nottingham Trent University. Andrew has three children and lives with his partner Pamela in Derbyshire.



**Karin Jaymes**  
**Administrative Assistant, Nanoelectronic Devices Laboratory - EPFL**

Karin Jaymes was born in Switzerland, in 1976. She acquired a Certificat d'études secondaires, section littéraire and a Certificat Fédéral d'Etudes d'employé de commerce. She started working at Kuoni Travel Ltd in 1992 and she earned various internal training qualifications, including a "Diplôme de management" pour cadres (Zürich). From 2000 to 2006 she became a Kuoni Head of Office Manager in the Lausanne area. Since 2006, she is working as Administrative Assistant at the Nanoelectronic Devices Laboratory of the Swiss Federal Institute of Technology Lausanne (EPFL). She is in charge of the financial and administrative management of a group of more than 20 PhDs and post-docs. Additionally, she has major responsibilities and work experience in the financial and administrative management of large European research projects and the organization of international workshops and Conferences.

In 2011/2012 she was the Administrative Manager of the FET Flagship Pilot Guardian Angels that included more than 66 partners (universities, research institutes and leading industries) from 16 European countries. Mrs. Jaymes has been assigned as one of the four managers of this flagship project. In August 2012, she successfully completed the Course of Management: MGMT S-5018 Corporate Governance (4 credits, graduate) at Harvard University, USA. In February 2013, she has been also certified by the European Commission as project administrative and financial manager, under the rules of the coming Horizon 2020 framework.



**Julian Jenkins**  
**CEO, Servette Football Club 1890 S.A.**

Julian has been working within the Football industry for over 20 years. He joined Cardiff City Football Club in 1998 as Head of Media & Communications. After a brief two-year break to start a successful entrepreneurial venture, he returned to Cardiff City Football Club as Commercial Director.

He has won a number of awards in the U.K., with international recognition for innovation and excellence in his field.

In June 2014, Julian joined Servette Football Club 1890 S.A. (Geneva, Switzerland) as CEO. The team off the field is working hard to improve the perception and experience of this club rich in history but currently trying to emerge from a period of transition.



**Steen Jørgensen**  
**Head of Grassroots Development, Denmark Football Association**

Since 2001 Steen has been employed at the Danish FA, working with development of grassroots football in general. The most popular sport is growing for every age group, because of a clear vision and strategy, followed up of a wide number of highly developed grassroots activities. Besides developing grassroots football further in general, the responsibility for cooperation with the Elite football department about talent development is also crucial in ambitions to develop Danish football on both grassroots and elite-level – and is paying off.

Delegation, Cooperation and Partnerships are key aspects having an ambition of developing football further. The structured way of working strategic are also basic, combined with the necessary knowledge acquired, in order to succeed with remarkable results.

A passion to develop things combined with a deep and wide knowledge about grassroots football nationally and internationally, is defining Steen as a visionary and methodic expert with good experience.



**Sami Kanaan**  
**Mayor, City of Geneva**

Born in 1964 from a Lebanese father and a Swiss mother, Sami Kanaan is multilingual (French, Swiss German, German, Arabic, English). His life course is divided between Lebanon, Greece and Switzerland (Bern, Geneva and Zurich). He graduated in physics (Swiss Federal Institute of Technology Zurich) and in political science (University of Geneva).

Sami Kanaan has been member of the social-democratic party since 1988, elected to parliament of the Geneva's city (City Council), between 1997 and 2001 in the Canton of Geneva (Grand Council) between 2001 and 2005. He is elected to the Geneva's city hall for 2011, in charge of culture and sport. Since June 2014 he is mayor of the City of Geneva.



**Arun Kang**  
**Chief Executive, Sporting Equals**

Arun Kang is Chief Executive of Sporting Equals, a not-for-profit organisation in the United Kingdom that enhances sports organisations' scope for success through diversity and inclusion. Arun is widely recognised as a leading expert on equality and diversity in sport.

Arun secured his status as an authority on equality and diversity having graduated with an MA in Promoting Equality and Managing Diversity. In sport, Arun played at county and regional level in football, hockey and athletics before focussing on higher education. Arun's initial career began in media as a BBC radio producer and presenter, winning several awards.

At Sporting Equals Arun has built the organisation's reputation for creativity, developing innovative models and supporting the sport sector to attract new talent, audiences and participants (Sportzone, Inclusive Club and Talent ID Models). Recent clients include, The FA, the ECB, QPR FC, The Tennis Foundation, Liverpool FC, Glasgow Life and Age United Kingdom. Sporting Equals is also advisor to Government departments and National Partner of Sport England.

Arun is the lead member for sport for the World Entrepreneurship Forum. He currently leads the United Kingdom Department of Health's Responsibility Deal Task Force for Inclusion, is a visiting lecturer for University of Birmingham, a fellow of the Royal Society of Arts and a Mentor for the European Social Innovation Academy.



**Raj Koria**  
**Sports and Media lawyer, Halebury**

Raj is a sports and media law consultant at Halebury, an alternative firm specialising in the TMT and Sports sectors. He has over a decade's experience in sports and media law and has worked on some of the world's biggest sporting properties during this time. His areas of specialism include advising on the organisation of sporting events, the exploitation of commercial rights relating to both sporting events and participating teams and the acquisition and sale of media, sponsorship and other rights.

Raj started his career in private practice advising a range of sporting clients including sponsors, teams and federations, before joining the commercial legal team at FIFA, working his way up to Deputy Head of Commercial Legal. During his six years at FIFA, Raj worked on all aspects of FIFA's commercial programme, including its top tier media rights and sponsorship sales for the 2010 and 2014 FIFA World Cups, and on the delivery of the 2006 and 2010 FIFA World Cups. Following this, Raj joined leading sports rights agency SPORTFIVE International as Senior Director, Legal Affairs where he was lead counsel on the sales of media rights in 40 European territories for the XXII Olympic Winter Games, Sochi 2014 and the Games of the XXXI Olympiad, Rio 2016. He also worked on the sales of media rights for UEFA Euro 2012 as well as the acquisitions and sales of other properties in SPORTFIVE's portfolio.



**Anne-Kathrin Laufmann**  
**Head of CSR-Management, SV Werder Bremen**

Anne-Kathrin Laufmann was born in Bremen and is the head of the CSR-Management and the Fan and member's support of Werder Bremen since 2012. The certified CSR-Manager and skilled advertising consultant studied culture and sports sciences at the University of Bremen. During an internship as well as in the scope of her master's degree within the project "100% Werder-Partner" Anne-Kathrin Laufmann dealt intensively with the subject of social engagements in a professional soccer club. At the beginning Ms. Laufmann was busy in the project "100 Schulen – 100 Vereine" and was instrumental in the development of the department. Moreover, she is youth speaker on a voluntary basis at the "Sport-Verein "Werder" von 1899 e.V."



**Jean-Claude Le Clef**  
**Chairman of the FIH equipment committee**

Born in Antwerp (Belgium) in 1941. After graduating as an industrial Engineer at ECAM (Brussels), did a stint in the mining industry in East Congo before joining in 1967 the Etex Group, a building materials company with subsidiaries in 4 continents. After postings as works manager in Nigeria, general manager in Indonesia and China, he was appointed a director in the Group's research and development Company, active a.o. in the development of synthetic fibers for the fiber cement industry, and retired in 2002 as the Etex Group's technical director.

A still keen hockey player, he was president of the Belgian Hockey Association from 1994 till 2005, and active since 1998 as a Competition committee member of FIH before being appointed in 2005 as chairman of the FIH's equipment committee, responsible for the development of waterfree hockey pitches.



**Yan Lefort**  
**Global Department Manager Partnerships & Sponsorship,**  
**IWC Schaffhausen**

Joined Rothmans' Formula 1 communication agency in 1993 to support the PR activities in relation to the Rothmans Williams Renault F1 Team sponsorship from 1994 to 1997. Continued as Press Officer for Winfield (Williams F1 Team sponsors in 1998 and 1999) in the same agency based in Paris. Joined London based British American Tobacco HQ in 2000 as Global PR Manager for the Lucky Strike F1 sponsorship activation program and supervised the program until the end of the 2006 season. The roles included attendance at all F1 races, test sessions and all drivers' promotional days.

Acted as a sponsorship consultant for different brands in F1 from 2004, and set up a PR agency running different motorsport and automotive related accounts out of a Paris based office. Managed Jacques Villeneuve's F1 career and traveling to all F1 races in the same period of time.

Joined the late A1GP series as Marketing & Commercial manager between 2007 and 2008 before taking the same role at SRO for the FIA GT1 World Championship between 2009 and 2010.

Joined IWC as Global Department Manager Sponsorship & Partnerships in 2011, based in Zurich.



**Simon Lewis**  
**Director, Team Planet**

In January 2014, Simon set up Team Planet - a specialist consultancy providing sustainability advice to sport. Team Planet is for organisations across the business of sport that are getting to grips with sustainability requirements, as well as those in the sector looking to gain benefits by doing sustainability well. Before Team Planet, Simon spent 12 years at WWF, the global conservation organisation. Latterly he led WWF network engagements with sport, establishing partnerships and initiatives to address sport's impact on the planet and to develop sustainable legacy projects through sport. From 2004 to 2012 WWF's development of the 'One Planet 2012' programme with LOCOG and the London 2012 Olympic Games was a key focus. Simon's previous employment includes the Natural History Museum in London and the education charity Learning through Landscapes. His sporting highlight was watching the Jamaican 1-2-3 in the 200m in the Olympic Stadium at the London Olympic Games. His sporting low point was sinking in a rowing eight in the River Thames in winter.



**Jonathan Licht**  
**Director of Strategy, Sky Sports**

Jonathan joined Sky Sports in 2005, having previously worked for Sky Media, BSkyB's advertising arm. Jonathan, working alongside the Managing Director of Sports, is responsible for setting the strategic vision for Sky Sports. Ensuring that Sky Sports remains the leading sports broadcaster in the United Kingdom and Ireland, constantly evolving for the benefit of customers.

He works closely with rights-holders to ensure that their sports benefit from their relationship with Sky Sports both on and off-screen. Recent projects have included the re-launch of Sky Sports channels over the summer of 2014 and working to deliver 49 of the top 50 matches most watched Premier League matches in season 2013/14



**Brechtje Lindeboom**  
**Senior Legal Counsel, Fédération Internationale de l'Automobile**  
**(FIA)**

Brechtje Lindeboom works as a Senior Legal Counsel at the world governing body of motor sport, the Fédération Internationale de l'Automobile (FIA), in Geneva, Switzerland. In this role she negotiates and drafts a wide array of commercial agreements across the full extent of the business, including promoter, broadcast, sponsorship, agency and general license agreements and she provides Day-to-Day advice in connection with the staging and promotion of international motor sport events, including the FIA F1, F2, F3, F4, World Rally, World Rally Cross, World Touring Car, World Endurance and Formula E championships. She also oversees the management of the FIA's intellectual property registration and enforcement programmes.

Before joining the FIA Brechtje worked as a lawyer with the Hogan Lovells LLP law firm in Paris, France, where she advised clients on diverse questions concerning intellectual property and information technology.

Prior to the law firm, Brechtje worked for the UN's World Intellectual Property Organization, notably in the field of alternative dispute resolution.

Brechtje has published a variety of articles on intellectual property and she is a frequent guest speaker at Conferences.



**Stefan Ludwig**  
**CEO, DFB Wirtschaftsdienste Consulting & Sales Services and DFB-**  
**Medien**

Stefan Ludwig is CEO of two 100% subsidiaries of the DFB (German Football Association): DFB-Wirtschaftsdienste Consulting & Sales Services and DFB-Medien. He joined the German FA in 2013. Prior to his current position he was in charge of the sports business & leisure consulting services at Deloitte (2002-12) and Arthur Andersen (2000-02) in Germany. His career started at the sports marketing agency Global Sportnet in 1997. During his 18 years in the industry, he has specialized on international sports events, sports federations/clubs/venues, media/marketing/licensing rights and information technology in sports. He has been involved in major events including FIFA World Cup and Olympic Games. In the sports business industry, he is a regular speaker at Conferences and has already published various articles and market leading reports.



**Filip Lundberg**  
**Head of Sustainability, Djurgården Football Club, Sweden**

Filip Lundberg holds a masters degree in political science and is the clubs CSR manager and analyst. It is his responsibility to develop, implement, communicate and make sense of the clubs sustainability commitments in a demanding football context.

Filip helps the club develop strategies, which takes into account the importance of having credibility in performance. Furthermore, he has extensive knowledge of swedish football and its relation to politics, police, fans and media. The club is committed to adjust to the community development and the demands and expectations from its main stakeholders. Filip play a key role in this process.



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**Yvan Mainini**  
**President of the International Basketball Foundation (IBF) and Honorary President of FIBA**

Yvan Mainini was elected the President of the International Basketball Foundation (IBF) in September 2014, following the conclusion of his term of office as President of FIBA (2010-2014).

The native of the French city of Bayeux, he began playing basketball in 1957 and four years later, at only 16 years of age, became the head coach of his hometown team; a role he would hold for a total of 17 seasons. He started refereeing when he was 17.

In 1973, he began a decade-and-a-half long international refereeing career, consisting of more than 300 international games. During that time, he officiated at three Olympic Games and three FIBA Basketball World Cups (formerly FIBA World Championship), including the 1982 and 1986 Finals between the USA and the USSR.

Mr Mainini graduated from the University of Caen with a degree in geography in 1977. He completed a Masters Degree in Law and Economics of Sport in Limoges in 1993.

After working as a physical education teacher for schools in his native area of Calvados, he went on to become Director of the Sports, Culture and Communication Department for the commune of Mondeville.

Mr Mainini was President of the French Basketball Federation (FFBB) for 18 years (1992-2010).

He was unanimously elected as the 11th FIBA President during the FIBA World Congress in Istanbul, Turkey in 2010.

Additionally, he has been a member of the FIBA Central Board since 1994, and served as its Vice-President for four years (1998-2002) as well as one term as FIBA Europe President (1998-2001).

He has also been involved in the Olympic movement, serving as a special adviser to the French National Olympic Committee President.



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**Guillaume Massard**  
**Stadium and Grandstands Business Unit Manager, GL Events**

After 6 years in the United States in the large format printing industry, Guillaume Massard joined GL events group in 2010 as Grandstands and Stadium Business Unit Manager. His division has been involved in temporary infrastructures for several major international events such as London Olympic Games, South Africa Soccer World Cup and New Zealand Rugby World Cup. He is also working closely with architects, cities and clubs to deliver a new concept of modular stadiums allowing flexibility, reducing costs and time of construction.



**Alex McLin**  
**Executive Director, Swiss Arbitration Association (ASA)**  
**and Arbitrator, Court of Arbitration for Sport (CAS)**

Alex is responsible for leading ASA's operations as well as the overall development of its activities. ASA is a non-profit association with over 1200 members internationally, including preeminent practitioners and academics engaged in international arbitration.

He is also a member of the Court of Arbitration for Sport (CAS), consults for the Association of Summer Olympic International Federations (ASOIF) and is the former CEO / Secretary General of the Fédération Equestre Internationale (FEI), the international governing body for equestrian sport. At the FEI, Alex saw through a turnaround resulting in a reformed governance structure, substantial commercial growth and a new regulatory framework on doping and medication. Prior to this, he was Deputy Secretary General and General Counsel, acting as counsel on strategic and commercial matters, and as prosecutor before the FEI Tribunal on doping and disciplinary matters.

Previously, Alex was General Counsel and Associate Vice President of CNET Channel, a business active in the licensing of IT product information worldwide. Before that, he practiced litigation and international arbitration with Baker & McKenzie in New York. Before practicing law, Alex was at the World Economic Forum, where he was responsible for design and implementation of the Davos Annual Meeting program.

Alex holds a JD from the Duke University School of Law, where he was Articles Editor of the Duke Journal of Comparative and International Law, and Haverford College (BA Economics). He is a member of the New York Bar. He is a frequent speaker and commentator on issues associated with sports law and governance of international sport federations.



**Esmeralda Megally**  
**Co-founder and CEO, Xsensio**

Esmeralda Megally is a co-founder and CEO of Xsensio Sarl, a startup based in Switzerland that develops low-power wearable modules to monitor and improve our quality of life. Esmeralda earned an MBA from the Massachusetts Institute of Technology (MIT) and a B.S. and M.S. in Economics from ULB, Belgium. She worked at Boston-based venture capital firm Commons Capital as manager to launch new technologies in emerging countries. Her work was supported by the Bill and Melinda Gates Foundation. She is a co-founder and board member of GCS, a Tanzania-based spinoff of the MIT D-Lab. Her innovations have been awarded the MIT IDEAS International Technology Award, the MIT IDEAS Graduate Student Award and the Harvard Catalyst Grant. Esmeralda is a recipient of an EPFL Innogrant.



**Dejah Meldem**  
**Director of Digital Media – Marketing & Content, Infront Sports & Media**

Dejah is a well-recognized expert in the field of digital media and is responsible for the development and execution of digital media strategies focusing on marketing, content and sponsorship for Infront Sports & Media. Prior to joining Infront, Dejah was Digital Marketing Manager for UEFA where she was responsible for the creation and development of digital sponsorship strategies as well fan engagement digital activities. Dejah started her career in sport as part of the team who built the first Olympic.org website in the late '90s. She is @marsprincess on Twitter.



**Arne Menn**  
**Co-Founder, sustainable///sports**

After completing his Master's degree in Sustainable Development at the University of Basel, Arne Menn specialized in organisational capacity-building for sustainability, sustainability assessments and sustainability reporting. He is now using his experience as sustainability consultant in the sports sector. Together with Fabian Putzing, he founded sustainable///sports 2011 in Basel, Switzerland. sustainable///sports is the first sustainability consulting firm that entirely focuses on the sports sector. The team evaluates the ecological and social potential of sport clubs, sports venues and tourism destinations. sustainable///sports develops a sustainability management strategy that aims at multiplying the benefits of sustainability for the sports sector by involving green sponsors in the project.



**Andrea Menozzi**  
**Youth Teams Coordinator and u19 Coach of Division I Grissin Bon**  
**Basketball Club Reggiana, Reggio Emilia, Italy**

Andrea is an Information Technology Graduate and also possesses the following qualifications and experience; Italian Basketball Federation Master in "Relationship, Communication and Teaching"; Euroleague Clinic Institute on line certificate; FIBA Europe Coaching Certification master; National Coaches Courses teacher of the Italian Basketball Federation; Mini Basketball National Instructor... Coach at Adidas and NIKE Basketball Camps; Lecturer at several top level coaching courses of the Italian Basketball Federation; Lecturer at International Youth Basketball Clinics in Milan and Rome; Coach at Michael Jordan Classic Camp in Italy; Assistant coach of Italian National Youth Teams, one bronze medal at 2006 U18 European Championship; Assistant Coach Division I and II Reggiana Senior Basketball team. Coach of several players, who played at international level for Italy.



**Jon Mikael**  
**Brand Manager, Pepsi**

Jon is Brand Manager of Pepsi Company products in Iceland, Jon Mikael manages all activities of Pepsi Company Brands in Iceland. He has led both strategy and activation work across multiple channels of sales – main focus on marketing activities, sales activities, R&D, and building Brands platforms for the long run.

Jon Mikael is managing Brands like Pepsi, Pepsi MAX, 7up, Gatorade, Doritos, Lay's, and many more – including the Icelandic Premier Football Division (The Pepsi League) & Iceland's biggest music festival, Þjóðhátíð. Before starting work as Brand Manager of PepsiCo products, Jon Mikael was assistant sales manager for one of Iceland's largest wholesales. Jon Mikael has a BSc degree in Finance and Economics from Reykjavik University.



**Glenn Miller**  
**Head of Sport and Entertainment Partnerships, EMEA, Facebook**

Glenn Miller is Head of Sport and Entertainment Partnerships, EMEA at Facebook London. He is responsible for managing sports, entertainment and media strategic partners in EMEA, as well as recruiting new strategic partners for the platform. Glenn is focusing on driving adoption and raising awareness of the Facebook platform by speaking at major industry events. Glenn works closely with artists and public figures to allow their fans to be part of their story and build loyalty. Prior to this role, Glenn held a variety of marketing roles at different companies such as Creative Artists Agency.



**Mark Milton**  
**Founding Director, Education 4 Peace**

After more than a decade in the field of communications, Mark Milton realized that effective communication is rooted in effective listening. He became a listener with a Suicide Prevention Hotline in Switzerland, eventually directing the center for ten years and presiding over its international association. Recognizing that effective listening follows self-awareness and knowledge of oneself, he immersed himself in emotional intelligence and mindfulness training and launched PeopleFirst to enhance organizational governance and business effectiveness.

A commitment to developing future mindful leaders led Mark to found Education 4 Peace (E4P), a Swiss nonprofit foundation focused on working with sports teams and schools to bring self-awareness to new generations. E4P co-initiated the first international forum on emotional health, which was co-sponsored by the World Health Organisation. It has also partnered with many football/soccer organizations, UEFA among them, and produced Master of Your Emotions, a rich resource program that inspires and brings such important notions to athletic youth.

Mark, who resides in Switzerland, serves on the founding Boards of the Spirit of Humanity Forum and the Foundation for Self Leadership, among other boards, and has given numerous workshops and presentations. Mark is an avid skier. He enjoys cycling, swimming, and hiking.



**David Mizrahi**  
**Director of Projects, HRS International**

David was born in Argentina, in 1963. Since 1998 he possesses the Swiss citizenship, and has today three children. David graduated in 1997 at the Federal Institute of Technology in Zurich, as Master of Sciences in Architecture.

Since then, he joined the Zurich offices of world renowned architect Santiago Calatrava, working there initially as an architect, but soon taking responsibility for the coordination of design teams, managing and directing projects, and representing the Calatrava organization towards international Officials, Clients, and other key representatives. During this period, David has developed excellent analytical and negotiation skills, becoming a top personality within the organization and being regarded and honoured as such by all business partners.

David joined HRS in 2009, where short thereafter he assumed the lead of all international project activities. In this position, he has gained a vast experience in the development of Real Estate projects, being involved in all processes of a property life cycle, and in particular achieving a deep understanding of the financial aspects related to investment, development, operation and management of very complex Real Estate projects. David has the ability to successfully bring to conclusion very important operations and negotiations and is regarded within the HRS as a loyal leader personality.



**Ole Myhrvold**  
**Head of Constructions, Norway Football Association**

Ole has worked with the Norway Football Association since 1998 and has been head of constructions, including all kind of facilities and technical matters. Some of his responsibilities have included visiting local clubs and communities to make them understand the necessity of building new facilities. Advice to clubs, communities, and others on how to build cost effective functional football facilities and stadiums. Assisting the clubs playing in Europe with the UEFA approval of their stadiums. He was a member of the UEFA Expert panel for artificial turf 2003-2009, consultant to FIFA's goal projects since 2012 and President of the European Federation Turf Group.



**Verity Nicholas**  
**Chief Corporate Partnerships, UNICEF Private Fundraising and Partnerships**

Verity heads up UNICEF's Corporate Fundraising programme globally. With a team in Geneva and a family of Corporate Teams across the world, Verity leads the implementation of the global strategy and supports markets to maximize opportunities for children through long term alliances with the private sector, raising \$190m annually.

Verity started her career in commercial sales and sponsorship for leading broadcasters such as MTV Europe and Global plc. Working with leading brands across multiple territories, Verity worked with creative and commercial teams to devise and implement sponsorship opportunities that offered both commercial and editorial value. Verity also worked at the BBC in London as a Radio Producer across Radio 1, 2 and 5 working with talent and production teams to deliver award winning trail content.

After 10 years in broadcast media, Verity decided to make the transfer into not-for-profit working for a London centric children's organisation, Help a London Child, as the Corporate Fundraiser. Verity stayed there for 4 years, doubling income and holding the Head of Help a London Child role. Afterwards, she moved to The Prince's Trust as a Senior Business Development Manager, driving the commercial income around their multi-artist music platforms such as Party in the Park and Fashion Rocks before creating the Palace to Palace and successful national CRM campaigns for major High Street United Kingdom brands. Verity then moved to UNICEF United Kingdom where she stayed for 7 years first as Head of New Business Development and finally as Director of Corporate Partnerships. Verity then moved to Macmillan Cancer Support to a leadership giving role as Director of Corporate and Philanthropy. Verity oversaw a growth programme in Corporate, Major Donor, Events and Trusts income and increased income in the first year by 27%. Verity then moved to the role of Chief, Corporate Partnerships at UNICEF in June 2014.



**Alessandro Noto**  
**Marketing and Communications Manager, Italian Fencing Federation**

Alessandro was born in 1979, is married, and has a law degree and master's degree in marketing and communications. Alessandro has been part of the youth national fencing team from 1994 to 1998.

From 2006 Alessandro has been Marketing Communications Manager and Social Media Manager for the Italian Fencing Federation.

Professional career started by dealing with the area of sports marketing and sponsorships, but moved into deal with digital communication and public relations.

Since 2009 Alessandro has been managing the creation of the official web TV of the Italian Fencing Federation, and launched the development of the social and digital communication plan of the Federation. Since its launch phase, the web community has reached over 50.000 users.

The above-mentioned professional experience became the main topic of an e-book which Alessandro wrote, published by 40K, with the title "@Federscherma Un Brand 2.0."





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**Lucas Ó'Ceallacháin**  
Development Manager, United World Wrestling

Ó'Ceallacháin is the holder of an MSc on Sport and Exercise Management from University College Dublin. He returned to his studies following a successful career in rugby as a player with Kazakhstan and development specialist with Leinster Rugby, Kazakhstan RFU, Rugby Union of Russia and the Asian Rugby Football Union. During his time in rugby he delivered multiple Asian Championships and World Cup qualification. Upon graduation he joined the Irish Olympic Handball Association, creating a High Performance Program that saw them rise from 50th to 40th in the European rankings, successfully bid for the European Handball Federation Congress and increase revenue significantly. Since joining United World Wrestling he has implemented a new development plan and programs for the sport worldwide. He maintains a keen interest as a player in rugby, handball, fitness and surfing.



**Dr Armando Peruga**  
Programme Manager, Tobacco Free Initiative (TFI) of the World Health Organization

Dr Armando Peruga is a citizen of Spain, where he studied Medicine (Zaragoza University 1973-79). He later graduated from Masters (1982) and Doctoral (1991) programs of the Johns Hopkins Bloomberg School of Public Health. He has worked for WHO for 24 years. He is presently is the Programme Manager of the Tobacco Free Initiative (TFI) of the World Health Organization.



**Dr Robin Petersen**  
Chief Executive, SAFA Development Agency

Since January 2013, Dr Robin Petersen has been seconded by SAFA from his previous position as SAFA CEO, to undertake the massive task of re-establishing systematic football development structures in South Africa. During his tenure as SAFA CEO, Petersen spearheaded a massive review of the current state of South African football, and, together with a team of technical experts both local and international, developed what has now become, under the leadership of President Danny Jordaan, the SAFA Vision 2022 Football Development Plan. This ambitious plan is designed to achieve SAFA's goal of sustained international success, with its national teams rated within the top 3 in Africa top 20 in the world.

In order to ensure the implementation of this plan, SAFA seconded Petersen to set up the SAFA Development Agency, and gave it the mandate to secure the funding and provide the project management and technical support that is required for delivery.

While the key focus of the plan is on football, its delivery involves far more than football. As Bobby Godsell, member of the National Planning Commission and Patron of the SAFA Development Agency has stated, "it is the largest and most likely to succeed youth development project in the country". In particular, the integration of coach education with life-skills education and development is a key cornerstone of the plan.

Petersen has served in football structures for the last 15 years. He was a consultant to SAFA in 1997, served as the General Manager of the South Africa 2006 World Cup Bid, and as CEO of the South African Premier Soccer League.

He is an academic by background, with a PhD from the University of Chicago, which he attended on a Fulbright scholarship, and was a minister and political activist on the Cape Flats in the 1980s. He is married with three children.

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**Matthew Philpott**  
**Director, European Healthy Stadia Network**

Dr Matthew Philpott is Director of European Healthy Stadia Network. He is responsible for the overall operations and growth of Healthy Stadia, including partnership development, stakeholder relations and campaign management. Matthew was programme manager for the EU funded European Healthy Stadia Programme (2007-10), and was responsible for setting up Healthy Stadia as a legal entity in 2012. Prior to this, Matthew worked in the private sector in the area of marketing and communications, working on a number of national health accounts in the United Kingdom. Matthew originally worked as a doctoral and post-doctoral researcher at University of Warwick, gaining a PhD in Philosophy and Psychology in 2001.



**Jan Pommer**  
**General Manager, Beko Basketball Bundesliga (Beko BBL)**

Since April 2005, Jan is the General Manager of the Basketball Bundesliga, which has been running under the name of Beko Basketball Bundesliga since September 2009.

Previously, Jan studied law and history of art during six years at the universities of Würzburg, Freiburg, Salamanca and Cologne. In 1997, Jan started working as a lawyer with Cornelius und Thiel during two years. He then moved on working with the marketing agency Bob Bomlitz Group as a legal advisor, attorney and head of sponsoring department.

Jan has worked on consultation projects for global acting German enterprises (RWE, E-Plus, Deutsche Post World Net, DHL, Postbank, Volkswagen, Audi, Deutsche Bahn, Allianz, EnBW) concerning strategic planning conception, realisation and measurement of results of their sponsorship activities, focusing on the field of sports and culture. Jan is an expert in the conception of projects in the field of sponsoring, PR, events and promotion and in legal advice concerning sponsoring and communications.



**Elisa Portigliatti**  
**Sports Facilities Product Specialist, Mapei Sport**

On April 2003 she joined Mapei SpA, company founded in 1937 based in Milan (Italy), which is today's world leader in the production of adhesives and chemical products for building, complementary products for floor coverings and coatings, products for waterproofing and concrete admixtures.

In early 2004, the Resilient Line have started to develop a specific Division for sport facilities and totally dedicated to develop tailor-made technical solutions such as high performance adhesives for artificial turf and more recently soil stabilizers for both artificial and hybrid grass pitches.

Since 2008, she is specifically in charge of driving the sub-bases soil treatment experience into sport facilities projects by developing, with the headquarter R&D laboratory, new systems improving the pitch performances, such as drainage.

She is in charge of both consulting contractors and providing technical support at the site, as well in combination with an extensive training to installers used to traditional systems of building pitch sub-bases.

She is in charge of drawing knowledge and awareness among Sport Federations about the key-element of the pitch: the hidden part, the sub-base. Infact she is used to dealing with most of the Italian Federations, such as LND Football Amateur League, Lega Serie A and B, etc as well as the tufters organizations such as ESTO and STC.



**Mark Pover**  
**National Facilities and Investment Manager, The Football Association**

Mark has been in the Sports Industry for over 30 years and despite fulfilling a number of roles, has always had a football connection. He played football to a semi professional level and holds UEFA coaching qualifications that enabled him to work in a football development role in the early part of his career, working for clubs like Leeds Utd in player development and identification.

Mark joined The FA over 10 years ago and has been involved in over £850 million investment into Football Facilities across England. He has held the position of National Facilities and Investment Manager for 5 years and manages a team of eight Regional Manager's with a remit of continued investment into facilities circa £55M per year, developing technical standards and delivering a manufacturer led framework for Football Turf Pitches (3G) in partnership with the Rugby Football Union. He has also been responsible for introducing a natural turf improvement programme and developing performance standards for natural turf.



**Fabian Putzing**  
**Co-Founder, sustainable///sports**

Fabian studied Politics and Management at the University of Constance, majoring in Strategic Management as well as Entrepreneurial Environmental Protection. This was followed by a Master's degree in Sustainable Development from the University of Basel.

Together with Arne Menn, he founded sustainable///sports 2011 in Basel, Switzerland. sustainable///sports is the first sustainability consulting firm that entirely focuses on the sports sector. The team evaluates the ecological and social potential of sport clubs, sports venues and tourism destinations. sustainable///sports develops a sustainability management strategy that aims at multiplying the benefits of sustainability for the sports sector by involving green sponsors in the project.



**Zoran Radovic**  
**Sport Development Director, FIBA**

Zoran Radovic has served as FIBA Sport Development Director since 2005.

The native of Belgrade, Serbia, has had a long and successful career in basketball first as a player, and subsequently as a sports administrator.

He played at the highest level during a 21-year career (1973-1994) in some of Europe's very best clubs and leagues, as well as the US collegiate ranks. He represented Yugoslavia's junior and senior national teams, winning titles and medals at the European and World Championships.

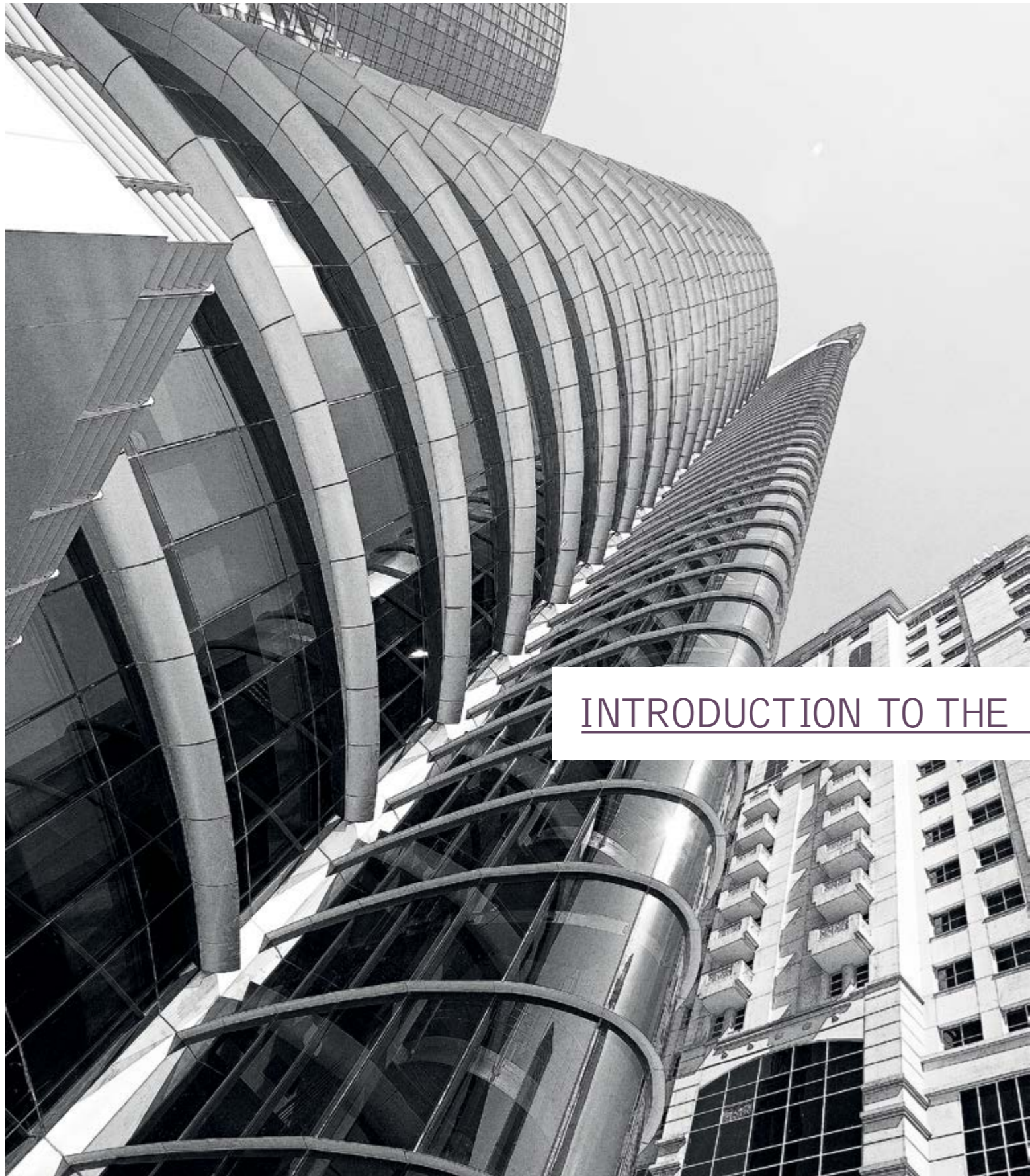
Mr Radovic graduated from Belgrade's Faculty of Law in 1992.

After bring his playing career to a close in 1994, he served as General Manager for OKK Belgrade.

He then joined the Basketball Federation of Yugoslavia and was appointed its General Secretary (1996-2000). During that time, he also served on the FIBA Commission for European Club Competitions (1998-2000).

Mr Radovic was appointed as FIBA International Relations & Development Manager in 2000, a position he held for five years.

ADVERTORIAL



## INTRODUCTION TO THE QATAR FINANCIAL CENTRE

The **Qatar Financial Centre (QFC)** is an onshore business and financial centre located in Doha, providing an excellent platform for firms to incorporate and do business in Qatar and the region. The QFC environment offers its own legal, regulatory, tax and business infrastructure, which allows 100% foreign ownership, 100% repatriation of profits, and charges a competitive rate of 10% Corporate Tax on locally sourced profits.

These foundations have helped to foster Doha's world-class business environment. Indeed, Qatar is currently ranked as the 16th most business friendly country in the World Economic Forum Global Competitiveness Report 2014-2015. The opportunities found in Qatar for domestic, regional and international business are considerable; as an integral part of Qatar's economy, the QFC is enabling firms to make the most of them.

Qatar is one of the world's fastest growing economies and has the world's highest GDP per capita at over US\$ 100,000. Qatar is also the world's leading exporter of liquefied natural gas and is using this income to develop its national infrastructure with over US\$ 195bn of projects currently underway.

The QFC has recently undertaken several legal and structural enhancements, together with process improvements, to encourage a broader range of non-regulated firms and structures to be licensed, facilitated by more streamlined processes, significantly shortening the turnaround time for applications. A number of refinements have been introduced to clarify many aspects of QFC legislation and give QFC-licensed firms more certainty and flexibility in their operations. These amendments include Special Purpose Companies, Holding Companies, Single Family Offices and the insolvency regimes in the QFC.

The QFC is one of the leading and fastest growing business and financial centres in the world, winning international recognition with the Best Financial Centre Award in the Middle East from Global Investor magazine, as well as being the highest ranked financial centre in the GCC in the Global Financial Centres Index (March 2014).



THE QFC'S AIM IS TO FACILITATE FURTHER GROWTH AND DIVERSIFICATION OF QATAR'S ECONOMY.



### PERMITTED ACTIVITIES:

The following activities are currently permitted for firms to conduct from the QFC:

#### FINANCIAL SERVICES:

- Banking -
  - Corporate/Wholesale banks
  - Investment banks
  - Private banks
- Asset Management -
  - Retail schemes (UCITS type)
  - Qualified Investor schemes
  - Private Placement schemes
- Insurance/Reinsurance -
  - Captives
  - (Re) Insurance brokerage
- Islamic finance
- Investment Advice & Investment Services
- Fiduciary Businesses

#### NON-FINANCIAL SERVICES:

- Professional and Business Services
- Corporate headquarters, management offices and treasury functions
- Single Family Offices
- Trusts and Trust services
- Corporate Services
- Classification & Grading services (incl. Investment grading)
- Special Purpose Companies
- Holding Companies

ADVERTORIAL

## “ THE QFC PROVIDES A PLATFORM FOR BUSINESSES TO ACCESS THE GROWTH OF QATAR AND THE WIDER REGION. ”

### A FULLY ONSHORE OPERATING ENVIRONMENT:

All firms in the QFC operate on a fully onshore basis. They can access the local market, can be 100% foreign owned, can repatriate 100% of their profit and face no restrictions regarding the currency they can trade in.

### COMPETITIVE & STRAIGHT FORWARD TAX ENVIRONMENT:

1. Competitive Tax Rate: Corporate tax rate of 10% on locally sourced profits
2. Exemptions: No tax on receipts of dividends & returns on public treasury bonds. No tax on capital gains in respect of the majority of shareholdings (where more than a 10% interest is held). No tax on profits of most Holding Companies, Special Purpose Companies and Investment Funds including investments in property.
3. No withholding tax on payments out of Qatar
4. Double taxation agreements with over 60 different countries
5. No personal income tax, wealth tax or Value Added Taxes (VAT)
6. Advance ruling service providing QFC licensed firms with a high degree of certainty

The QFC published its entire in-house tax guidance manual online. Called the "QFC Tax Manual", it is intended to help payers of corporate tax and their agents interpret the rules and regulations, to provide them with greater certainty and clarity and assist in preparing tax computations and returns.

### PROVIDING A WORLD CLASS LEGAL ENVIRONMENT:

QFC based firms benefit from a world class legal regime supported by an independent judiciary comprising the Civil and Commercial Court which is headed by Lord Phillips (former President of the Supreme Court of the UK) and the QFC Regulatory Tribunal headed by Sir David Keene (the former Judge of the Court of Appeal of England and Wales).

The QFC legal environment:

1. Gives businesses a transparent, accessible and predictable operating environment based significantly on English Common Law.

2. Provides access to an independent judiciary - taking the form of the Qatar International Court & Dispute Resolution Centre (QICDRC).

3. Continually reviews and enhances its legislative framework by incorporating a consultative process that enables all stakeholders to voice their opinions on legislation.

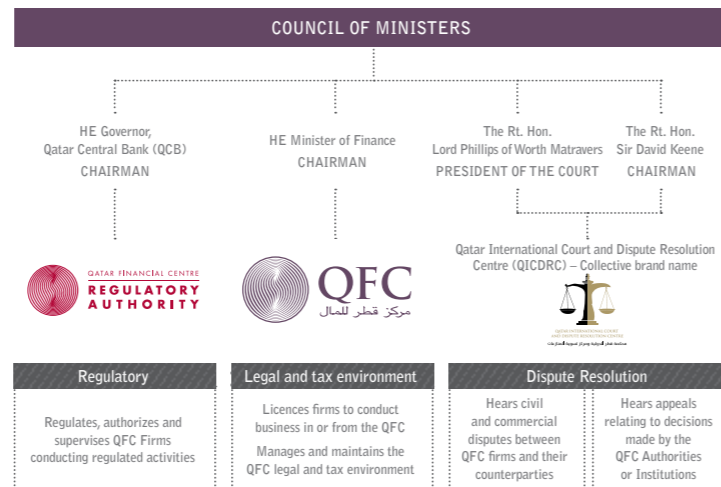
### STRONG REGULATORY FRAMEWORK:

QFC-licensed firms operate in a world-class regulatory environment which meets the high standards of a number of well-recognised and long-established international jurisdictions.

The QFC Regulatory Authority is active in both the establishment and the maintenance of Qatar Financial Centre's transparent principles based regulatory environment.

Regulations are effectively promoted and maintained, ensuring efficiency, transparency and integrity, while safeguarding confidence in the QFC, the maintenance of financial stability and reduction of systemic risk.

In December 2013, the Qatar Central Bank, QFC Regulatory Authority and Qatar Financial Markets Authority jointly launched a strategic plan for the future of financial sector regulation in Qatar.



## “ GREAT STRIDES HAVE BEEN MADE IN CREATING A DYNAMIC, ROBUST AND BUSINESS FRIENDLY ENVIRONMENT. ”



The plan establishes a framework to unify policy under the direction of a Financial Stability and Risk Control Committee.

The strategic plan positions Qatar as a leader in the region in financial sector regulation, and supports Qatar's ambition to be a global financial centre.

### QFC LICENSED FIRMS:

The QFC community of firms is supported through regular events and outreach programs, publications and the QFC extranet, as well as access to a dedicated CRM team.

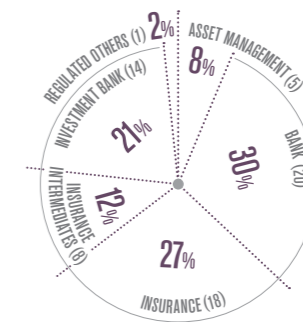
With a blue-chip licensee base that includes many global names like Citibank, Goldman Sachs and Barclays Bank, the far-sighted policies being pursued by Qatar and the QFC Authority will continue to add to the appeal of the QFC for firms around the globe.

Indeed, very few countries have emerged onto the world financial scene as fast as Qatar.

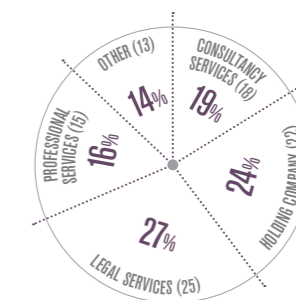
It is a truly powerful proposition, combining an extremely attractive

package of balanced regulation, world class services and access to one of the world's least tapped and fastest growing investment pools. The QFC offers a dynamic platform for strong and sustainable growth.

### QFC REGULATED FIRMS BY TYPE



### QFC NON-REGULATED FIRMS BY TYPE



### SETTING UP IN THE QFC IS EASY:

1. We offer a one-stop-shop for licensing, commercial registration, immigration and related services.
2. We have a dedicated facilities team to support office setup; range of office premises available.
3. There are no restrictions on visas and employment.

### FOR FURTHER INFORMATION:

If you are interested in finding out more please contact:

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**Johanna Ralston**  
**Chief Executive Officer, World Heart Federation**

Johanna Ralston joined the World Heart Federation, one of the founding members of NCD Alliance, as Chief Executive Officer in February 2011. The World Heart Federation is headquartered in Geneva with over 200 member organizations in more than 100 countries, and leads the global fight against heart disease and stroke, with a focus on low-and middle-income countries. The World Heart Federation is also organizes the World Congress of Cardiology, publishes journals, and aligns all of its capacity building and science around the WHO target of 25x25 for CVD.

New initiatives to achieve this target include the Global CVD Taskforce, which is committed to securing a role for NCDs and CVD in the new development agenda and in national plans; the CVD Roadmaps which focus on CVD implementation plans for the WHO targets around HTN, tobacco and secondary prevention; and Champion Advocates, which builds capacity of WHF members, emerging leaders, and other CVD stakeholders in driving policy and effecting change.

WHF is also home to Global Heart and Nature Reviews Cardiology, and prioritizes rheumatic heart disease under its 25x25 under 25 strategy for neglected CVDs. Before joining the World Heart Federation Johanna was Vice President, Global Strategies at the American Cancer Society, where she was hired in 1999 to build the Society's global programs, eventually developing and overseeing cancer and tobacco control projects in more than 30 countries. Johanna's work in development and global health has also included positions at New York University and International Planned Parenthood Federation of Latin America, where she served as Program Development Adviser.

A citizen of the United States and Sweden, Johanna is an alumna of the Harvard Business School Advanced Management Program, and studied public health at Harvard and Johns Hopkins Bloomberg School of Public Health.



**Dr Ermanno Rampinini**  
**Head of the Human Performance Lab, Mapei Sport**

Doctor in Sport and Exercise Physiology, he is head of the Human Performance Lab in Mapei Sport Research Center. He is member of the European College of Sport Science and author of numerous scientific research articles published in peer reviewed journals. His main research topics are physiological evaluation, performance analysis and neuromuscular fatigue. At the moment, he is consultant for physiological evaluation, performance and training load monitoring for several professional football Clubs and for the Italian National Alpine Skiing Team.



**Chris Ramsey**  
**Former first team coach, Tottenham Hotspur Football Club**

Chris Ramsey was until the end of last season, the first Team Coach for Tottenham Hotspur Football Club, after spending nearly a decade there in different coaching roles. He is a former professional footballer and played in the F.A Cup final in 1983 losing out to Manchester United in a replay. His previous clubs include Bristol City FC, Southend United FC, Swindon Town FC and Brighton and Hove Albion FC. While at Tottenham Hotspur FC his other roles included Senior Professional Phase coach, Assistant Technical Director and Assistant Academy Director/Head of Player Development for 9-16 year olds. He has also been Assistant Coach to England Under 20s and coached the Team in the U20s World Cup in Turkey. Chris was the FA Regional Director of Coaching for London and the South East. He has a UEFA Pro Licence and the UEFA 'A' Licence for coaching. Academically, Chris has a Masters in Sports Science/Sports Coaching and is a qualified sports teacher. Chris has coached and mentored extensively women and black and minority ethnic communities to empower them in their coaching aspirations.



**Gregory Renand**  
**Global Head of Sponsorship and Thought Leadership Marketing, Zurich Insurance Group**

Gregory started his career with a 7 years' experience at PwC in strategic relationship management platforms, before joining Zurich Insurance Group in 2005 as head of event management for global corporate. His current responsibilities include being global head of sponsorship - a position held since 2009 - which consists of setting up the sponsorship strategy, activation and measurement frameworks on a global base, as well as managing the 360 degrees activation of key global programs. Over the past 5 years, reshaped Zurich's sponsorship portfolio in particular its sports category. As examples, evolved golf from a primary sponsorship play in the US to a global marketing platform for Zurich's B2B audiences; led several entries in retail oriented sport programs in selected markets such as Ice Hockey for Switzerland. In addition to sponsorship, Gregory manages the activation of Zurich's Thought Leadership content efforts on a global base.

His education includes a BA degree with a specialization in sales and marketing from Ecole Supérieure de Commerce of CNAM (France). Gregory is a former member of the French ski jumping team where his passion for sport and sport marketing initially emerged.



**Robin Russell**  
**CEO, Sports Path International**

Robin Russell was born in Odense, Denmark of Scottish Parents. He qualified as a teacher and played semi-professional football before joining the English FA in 1978 as a Regional Coach, then Assistant Director of Coaching in 1989. He was extensively involved in the FA National School at Lilleshall in the 1980's,

established the FA's Grassroots Programme and the implementation of the UEFA Coach Education Course in England. From 1997 until 2005 he was Technical Coordinator responsible for the creation of the FA Coaches Association, the introduction of Mini-Soccer, the initiation of FA Learning Ltd. and with the FA's Technical Director, Howard Wilkinson the creation of the Academy System in England.

Although he still works for the FA on projects, Robin left fulltime employment with the FA in 2005 to start his own business in e-learning in football ([www.SportsPath.com](http://www.SportsPath.com)) and also to become UEFA first Football Development Consultant for whom he still works. For UEFA he has visited several leading Youth Academies, advised over 20 National Associations, developed e-learning courses and contributed to the establishment of the [www.uefa.com/trainingground](http://www.uefa.com/trainingground) website. He has also acted as a consultant on coach education and football development projects with FIFA, CONCACAF, AFC: for National Associations (e.g.: Saudi Arabia, Turkey, Northern Ireland, Palestine, Cyprus) and clubs including Southampton FC and Shakhtar Donetsk. With Howard Wilkinson he founded the LMA School of Football Management in 2010 – a suite of online courses for coaches.



**Kevin Roberts**  
**Founding Editor, SportBusiness Group**

Kevin Roberts is the founding editor of SportBusiness Group and combines his continuing role with a wide-ranging communications consultancy in sport. He has been involved in international sport since the early 90s when, as director of Communications at the London-based agency CPMA he worked on the IRB Rugby World Cup, World Student Games and Bells Scottish Open Golf Championship. He subsequently worked on media projects including the inaugural IRB Rugby World Cup Sevens and UEFA Euro 96.

Roberts was the launch editor of Sport Business International in 1996 and oversaw the development of the monthly magazine and Sportbusiness.com, the world's leading on-line source of information about the business of sport.

He has chaired and spoken at numerous international Conferences, written on sports business issues for a variety of international publications and is a frequent media spokesman on sport business issues.



**José Luis Rosa-Medina**  
**Director, Global Marketing Partnerships, EuroLeague Basketball**

Since 2004, José Luis Rosa-Medina has helped drive and manage the league's Marketing Partnership program, making it more appealing for brands like Turkish Airlines, Bwin, Adidas and Spalding amongst others. He is in charge of the development and roll-out of the sponsorship & licensing strategy of Euroleague Basketball and manages a global sales and in-house marketing solutions team. His primary responsibility is to identify and generate new business for both the Turkish Airlines Euroleague and the Eurocup and manage the league's existing commercial relationships on a global level.

José Luis has a wealth of experience having worked for 10 years at Euroleague Basketball. Prior to that he held sales and marketing positions at Michael Page International.



**Tarif Sayed**  
**Director of Broadcast Services, Dolby Laboratories**

As Director of Broadcast Services at Dolby Laboratories, Tarif Sayed is responsible for developing Dolby strategy, business, and market enablement for next-generation personalized audio experiences, and for driving broadcast services that use Dolby® technologies to revolutionize the experience for consumers.

Prior to joining Dolby, Tarif spent more than 18 years in the TV content creation industry as an executive producer-director, particularly in documentary films and live events. He held the position of Managing Director of The Frame, a TV and film production house based in Dubai. During his career in the TV production field, he earned a variety of awards and nominations.



**Roberto Sassi**  
**Head of the Training Check®, Juventus FC**

Head of the Training Check® at Juventus Football Club. His career as an athletic trainer includes many other professional football clubs like Fiorentina, Valencia, Atletico Madrid, Chelsea, Parma, Sampdoria e Dynamo Moscow.



**Vincent Schatzmann**  
**General Secretary, International Centre for Sports Studies (CIES)**

Vincent Schatzmann is a Swiss lawyer and has been the General Secretary of the International Centre for Sports Studies (CIES) since 2009. A member of the FIFA Master board, Vincent began his career at CIES as legal counsel. Prior to joining CIES, he was actively involved in the world of skiing as an instructor, coach and promoter of a leading ski brand. He holds a Master in Law from the University of Neuchâtel, completed with an LL.M in European law and also a Diploma in Sport Management.



**Hugo Sharman**  
**Director UK North, deltatre**

Hugo has 15 years' experience in sports business and digital media working with major Brands, Broadcasters and Sports Federations. Having begun his career in advertising, Hugo joined deltatre in 2010 to launch its offices in Manchester. As a member of the U.K Board, he has played a significant role in deltatre's growth and has lead many of deltatre's most prestigious projects with the London 2012 Olympic & Paralympic Games (LOCOG), BBC Sport, Premier League, RFU and many others.

In recent years Hugo has also consulted to a number of Sporting Bodies, National & International Federations advising on commercial, marketing and digital strategy. He is passionate about helping organisations challenge traditional practices and business models, and to embrace new ideas, new channels and new technology to create significant business change.



**Petur Simonsen**  
**Technical Director, Faroe Islands Football Association**

Petur trained as a school teacher; he was a teacher for 13 years and later director of resource center for teacher in 23 years - which serviced the schools with teaching materials and provided professional development of teachers. Has been active in football, handball and volleyball for many years – both as a player and coach. Also as chairman in a football club for 4 years.

Has been a football coach in Division 1 (top row) for about 20 years and assistant coach of the A-national team for two years. Was coach of B36 Torshavn, which was the first Faroese club team that participated in European football. Has been associated with the Faroese Football Association for many years as a consultant about coach education and player development. The last four years in a full-time position as Technical Director, which also include club development as a key focus.



**Billy Singh**  
**General Manger, Scottish Professional Football League Trust**

Billy Singh is the General Manger of The Scottish Professional Football League Trust. The SPFL Trust is an independent charity which works with all 42 football clubs across Scotland to promote 'real' social change. The SPFL Trust believes that football clubs/players/managers are community assets and football can be very influential in supporting those in greatest need.

Billy has worked in the charity sector for over 25 years and previous roles have included Campaign Manager at Show Racism the Red Card, supporting social entrepreneurs and working with asylum seekers and refugees. His colleagues think he is laid back, very approachable and makes great tea and his friends describe him as sarcastic, an all-round good guy and a big softy at heart.



**Dr. Jan Skaloud**  
**Senior Scientist, EPFL-TOPO**

Jan Skaloud graduated from the Czech Technical University in Prague with Dipl. Ing. degree and obtained his MSc and PhD from the University of Calgary, Canada in Geomatics Engineering. In 1999 he joined the Swiss Federal Institute of Technology Lausanne (EPFL) where he lectures for three distinct faculties on Master and PhD level. With his research groups (approx. 3 PhDs, 2 MSc) he led two European (FP7) and three industrial (KTI/CTI) projects related to development of new methods with application of mobile mapping and Earth observations.

Dr. Skaloud is a past and current Chair of Working Groups of the International Association of Geodesy (IAG) and the International Society for Photogrammetry and Remote Sensing (ISPRS). He authored two book chapters and authored or co-authored hundred scientific publications. He realized a number of technological transfers to the industry and holds a patent related to a new method for geospatial data integration and adjustment. He acquired or helped to acquire substantial research funding (~CHF1.5Mil) and the quality of conducted research was appreciated by reception of several awards at international Conferences. In 2009 he was recognized by the journal GPS World as one of the 50 world's most influential scientists in the field of satellite navigation.



**Helmut Spahn**  
**Director General, International Centre for Sport Security (ICSS)**

Helmut Spahn is Director General at the International Centre for Sport Security (ICSS) and a highly respected expert in safety, security and crowd management. From 2006 until 2011 he was the Chief Security Officer for the German Football Association (DFB) and Chairman of the Commission on Prevention and Security of the DFB.

Helmut Spahn served as the Head of Security for the 2006 FIFA World Cup in Germany, the Head of Security for the 2011 FIFA Women World Cup in Germany and has been a UEFA security officer for the Champions League and Europa League since 2007, as well as a UEFA security officer for the UEFA EURO 2012 Poland/Ukraine.



**Mette Stannow**  
**European Go-To-Market Leader, Software Group, IBM Corporation**

Mette is the European Head of Go-to-Market for IBM Software based in Geneva. She has 16+ years' experience in Marketing and Public Relations in a variety of industries, particularly IT. She holds an international business degree from Copenhagen Business School and a Communications Master's degree from Sydney, and has a global professional profile with roles in Europe, Asia Pacific and the U.S. (worldwide headquarters).

She is currently responsible for the critical events, digital, and business partner marketing functions at IBM, leading a team of marketing managers based around Europe. A regular speaker on CMO challenges and marketing trends, Mette is a leader with great experience and interest in multicultural business & management. Originally from the flat country of Denmark, she has a passion for mountains, and enjoys conquering them on skis, by road bike or mountain bike.



**Dr. Claude Stricker**  
Executive Director, AISTS

Dr Claude Stricker is the Executive Director of AISTS – International Academy of Sports Science and Technology – a joint venture of the International Olympic Committee and Swiss Universities. Dr Stricker is the Director of the AISTS international Master in Sport Administration & Technology. Before joining AISTS, he was Professor at the Swiss University of Applied Sciences (HES-SO) and research associate in management of technology at EPFL. Claude Stricker holds a PhD in economics, a Master in management and a Bachelor degree in sport and physical education. Dr Stricker has a real-world experience in sport as a competitor in alpine ski international races – he participated in three Winter Universiades and as a coach serving Swiss ski associations. Dr Stricker advises sport organisations for their development and reforms. His fields of research and consulting applied to sport are management, economics and information technology.



**Michael Tapiro**  
President and Dean, Sport Management School (SMS)

Michael Tapiro, is president and dean of Sports Management School (SMS), a business school that he co-founded in Paris in 2011, with Alain Dominique Perrin, former CEO of Richemont (luxury goods group) and president of EDC Paris Business School. Entirely dedicated to the Sports Business, Sports Management School offers a bachelor degree (3 years) and an MBA degree (2 years). He is an alumni of Babson College (1994), Michael is also a lecturer specialising in teaching sports marketing strategy and management.

Among several experiences, he taught at ESSEC Executive Education (brand strategy and management), University Paris Dauphine (entrepreneurship) and Sciences-po Paris (global marketing strategy in sport). He also built and ran a MBA program in Sports Management at ESG Business School for 9 years (2000-09).

In 1988, Michael founded the Paris-Neuilly Rugby Club. He was also playing at the Stade Français-CASG rugby club (Paris) from 1992 to 1996. Michael co-founded "Au delà du Sport" (sports marketing agency) in 1999, in association with Christophe Juillet, former captain of French National Rugby Team and Marc Lièvreumont, former player and coach of French National Rugby Team.



**Malcolm Tarbitt**  
Executive Director Safety and Security, International Centre for Sport Security (ICSS)

Malcolm Tarbitt is a major sporting event security planning and management specialist. A former senior Police Officer, he has been involved in a range of major international sporting events which include the 2004 Olympic bid for South Africa, the planning and delivery of the 2003 and 2005 ICC World Cups, the 2006 & 2010 FIFA World Cup bid, the 2009 FIFA Confederations Cup, the 2010 FIFA World Cup and the 2011 Arab Games. Underpinning his experience is expertise in security management, logistics, operations management and project management.



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**Colleen Theron**  
**Founder and Director, CLT envirolaw**

Colleen is tri-qualified as a solicitor in England and Wales, Scotland and South Africa, and holds an LLM in environmental law from the University of Aberdeen (with distinction). The Legal 500 and Chambers recognised Colleen as a leading environmental law practitioner during her career as an environmental lawyer in the city of London.

Colleen is also the founder and director of CLT envirolaw, a niche sustainability company providing specialist advice to companies and directors on how they can identify, operationalise and embed sustainability issues into their organisations. She has specialist knowledge of the event sector, having been a member of the BSI London mirror committee that developed ISO 20121, an international standard for sustainable events. She advises clients on how to develop sustainable procurement policies and implement technical sustainable procurement provisions into tenders and contracts, including implementing policies and procedures on business and human rights. She lectures on environmental and sustainability law at Birkbeck University, London.

Colleen is a frequent contributor to the legal and professional press. Some of her publications are available at [www.clt-envirolaw.com/publications](http://www.clt-envirolaw.com/publications). She also contributes to LexisPSL Environment, providing specialist environmental knowhow on sustainability and responsible business issues. She is the co-author (with Malcolm Dowden) of the United Kingdom Chapter in the UNEP-funded book *Green Buildings and the Law* (CIB, 2011) and is currently completing a book on sustainable procurement. She also regularly speaks on these issues.

Colleen is passionate about stopping human trafficking – she is a director of Finance against Human Trafficking. She is also part of the newly formed steering group of the British Association for Sustainability in Sport (BASIS). Previously she was an executive member and trustee of the United Kingdom Environmental Law Association for seven years.



**Mike Thompson**  
**Marketing Director, Carlsberg**

With over 20 years marketing experience, Mike has led award-winning marketing campaigns - working across many global brands in industries as diverse as banking, brewing, energy, insurance and retail.

In the last decade, Mike has focused on sports marketing, taking consumer insights to deliver innovative communications. UEFA EURO's, Premier League, The FA Cup, Rugby Football Union, Cycling, Sailing, Olympics are just some of the sports and partners he has worked with to achieve proven increases in customer acquisition and loyalty - leading to notable increases in profit.

For the last 3 years, Mike has led global sports marketing at Carlsberg, working with over 100 countries to bring commercial benefit from their communications.



**Pedro Trengrouse**  
**U.N. Consultant and Harvard Visiting Scholar**

Pedro Trengrouse is FIFA Master laureate ([bit.ly/1mGsrkP](http://bit.ly/1mGsrkP)), member of the Brazilian Ministry of Sports Legal Committee ([bit.ly/1uLRPqF](http://bit.ly/1uLRPqF)), Professor of Sports Law at Fundação Getulio Vargas and Academic Coordinator of the FGV/FIFA course in Humanities, Management and Law of Sports ([bit.ly/1s9VKIE](http://bit.ly/1s9VKIE)).

Over the last years, Mr. Trengrouse served the United Nations as UNDP Consultant on FIFA World Cup 2014 matters and has also been working as a Consultant and Trusted Advisor to companies like AB-Inbev and Coca-Cola with marketing strategies and initiatives in Sports.

Pedro Trengrouse is currently a Visiting Scholar at Harvard Law School, tethered directly to Professor Charles Nesson, Weld Professor of Law, Faculty Co-Director, Berkman Center for Internet and Society. Also, Mr. Trengrouse sits at the Council of several institutions such as Fracarita International, Archdiocese of Rio de Janeiro Cultural Association and the Brazilian Association of Rehabilitation - ABBR.



**Alex Trickett**  
**Head of Sport, Twitter United Kingdom**

As Head of Sport for Twitter United Kingdom, Alex Trickett is a free consultant to the sports industry. He works closely with teams, players, governing bodies and the media to create compelling activations, which unlock the power of Twitter, enhancing some of the biggest brands in the world and bringing sports fans closer to the action than ever before.

No longer is there a barrier between the game, its players and the people who pay to watch. With Twitter, fans can influence and change the sports they love and have real-time conversations with the stars who play them.

Formerly international editor of the award-winning BBC Sport website, Alex has led content planning for Olympic Games and World Cups and has more than 15 years of senior digital experience in the sports industry. He also has a strong brand background, after working as a senior creative strategist for international design agency Imagination.



**Nick Varley**  
**Founding Partner and CEO, Seven46**

Nick has a truly unique track record in Olympic and Paralympic bid work, beginning with London 2012. Nick was among the first to join London's Bid Committee and made his name as the writer of the city's groundbreaking Final Presentation. In 2006 Nick founded Seven46 as a sport campaign and content agency. He has since led teams that played key roles in the success of the Rio 2016 bid and, most recently, Tokyo 2020, for which Nick was lead strategic communications advisor. He also wrote winning presentations for the International Rugby Board's Olympic campaign and London's bid for the 2017 IAAF World Championships in Athletics.

Nick's company, Seven46, has built a strong reputation in delivering digital and print content services – to Organising Committees, bids, sponsors and a range of International Federations, including the IAAF and the IRB. The company is now part of the global Havas Sport & Entertainment network.

Nick began his career as a journalist, including a period as Sport Correspondent for The Guardian newspaper in the United Kingdom. He has also written two acclaimed sports books. The first, *Golden Boy*: a biography of Wilf Mannion, was shortlisted for the United Kingdom's William Hill Sport Book of the Year in 1997.



**Andrey Vatutin**  
**President & CEO, PBC CSKA Moscow**

Andrey is in charge as President & CEO of CSKA Moscow Basketball Team since July 2009. He studied at the Moscow State University, graduating in 1995 at the Faculty of Journalism. He speaks Russian, English and French. After an experience as Sports Observer for Russian Agency ITAR TASS, he started his career in basketball in 1997 as Russian Basketball Federation Press Officer. Three years later he joined the PBC Ural Great Perm as CEO Assistant, also in charge as General Manager Assistant for Russian National Team. He is with PBC CSKA Moscow since 2002, started as Deputy CEO and being promoted through the years as Vice President, CEO and President & CEO.

In 2008 he won Sport&Style Award, Manager of the Year. He his part of the State Order of Friendship, Order of Honour, and medals of the Ministry of Defense of Russian Federation.



**Björn Wäspe**  
**Global Head of Sponsorship, UBS**

Since May 2009, Björn Wäspe acts as Global Head of Sponsorship of UBS. In this capacity, he is responsible for the UBS sponsorship portfolio across the globe. He is heading a team of more than 20 people in 4 locations (New York, London, Hong Kong and Zurich). UBS' sponsorship portfolio includes significant properties such as the Global Partner Program Formula 1, the Art Platform with the two main projects Art Basel and Guggenheim UBS MAP and several top events in the respective markets.

Björn Wäspe joined UBS as a Director in October 2002 where he was hired to lead the Sponsorship Team Switzerland. Shortly after his arrival, a new sponsorship strategy was put in place where he had the task to set up UBS' global golf platform including THE PLAYERS Championship, UBS Hong Kong Open, UBS Japan Golf Tour Championship and many others. In 2006, Björn Wäspe was then nominated as one of the two Co-Heads of Global Sports Sponsorship at UBS. At the same time, the UEFA EURO 2008 project was introduced and he was given the project lead.

Prior to his time with UBS, Wäspe was working for SportFive, one of the world's leading sports marketing company. In January 2000, he started as Marketing Director Asia in Kuala Lumpur, Malaysia. He mainly managed their global marketing products such as Prost Grand Prix (F1) and international football projects. Furthermore he was given the task to evaluate a term marketing and sales strategy for the APAC region.

Björn started his professional career at Swisscom in Switzerland where he filled different Marketing, Sales and Public Relations roles starting in 1987 until December 1999. From October 1998 until end of December 1999, Björn was given the role as Country Manager of Swisscom in Malaysia, where Swisscom had a 30% stake in a local telecom company.



**Alec Wilkinson**  
**Broadcaster and Sports Journalist**

Alec Wilkinson is an exceptional sports presenter and journalist with a wealth of sports broadcasting experience. He anchors football, sailing and badminton shows for a variety of TV channels including Sky Sports (United Kingdom) and Fox Sports (USA). He speaks Italian and French and appears on Sky Italia as well as Channel 9 (Australia).

Alec uses this wealth of experience to work directly with athletes and sports organizations as a media-consultant and trainer. He set up elitesportsmedia.co.uk in 2010 to help the sports industry maximize its potential when working with the media.



**Dr John Williams**  
**Senior Lecturer in Sport and Sociology, University of Leicester**

John Williams is Senior Lecturer in Sociology at the University of Leicester. He has published widely on sport, especially English football and football fandom. His recent work includes Red Men (Mainstream Press, 2010) a socio-cultural history of Liverpool football club, and (with Andrew Ward) Football Nation (Bloomsbury, 2009). He is an active sports fan and a season ticket holder at Liverpool FC.



**Geoff Wilson**  
**Former Head of Marketing and Communications, Irish Football Association**

After eight years working for the Irish Football Association as Head of Marketing and Communications, Geoff decided to set up his own consultancy focusing on marketing, communications, business development and strategic planning. In 2009 Geoff won 'Marketing Director of the Year' by the Chartered Institute of Marketing (CIM) in Ireland and in February 2010 he won a Marketing Excellence Award, within the SME sector throughout the United Kingdom, from the CIM. In 2012, Geoff developed for the Irish FA an innovative Health programme aimed at promoting healthy eating and tackling mental health issues. He is currently a 'Marketing Consultant' for FIFA. Geoff is also a member on the board of Chartered Institute of Marketing in Ireland and Sport NI.



**Jonathan Wilson**  
**Managing Director, 100AND10%**

Following his appointment on The Football Association's inaugural Graduate Management Trainee programme in 2001 and subsequent four years as Marketing Manager for FA Learning, Jonathan left The FA to launch creative sports marketing agency 100AND10% in 2007.

100AND10% are now firmly established in the sports marketing sector providing strategic and creative marketing and communications support to a number of blue chip clients including The FA, St. George's Park, British Paralympic Association, UK Sport, British Weightlifting, GB Canoeing, Welsh Cycling, Nuffield Health, Cybex International and Tickets.com. Recent projects include providing the onsite creative for the Lee Valley White Water Centres and VeloPark, venues from the London 2012 Games that are now being used by thousands of participants as part of successful post Games legacy plans.

Jonathan's role as Managing Director is to set the strategic direction for the business, working with key clients to delivery on major projects as well as supporting the wider marketing aims of established clients and leading on the design of new campaigns. Jonathan is a regular speaker at industry events, sharing his knowledge in the field of sports marketing, communications and the use of new technologies to supporting campaign design and activation.



**Katharina Wistel**  
**Manager, FIFA Quality Programme**

Katharina Wistel has been involved in the FIFA Quality Programme for 3 years and is currently the Project Manager of the Football Turf Programme. Her main focus is on the overall project development, research management and the provision of high quality football turf fields at FIFA tournaments.



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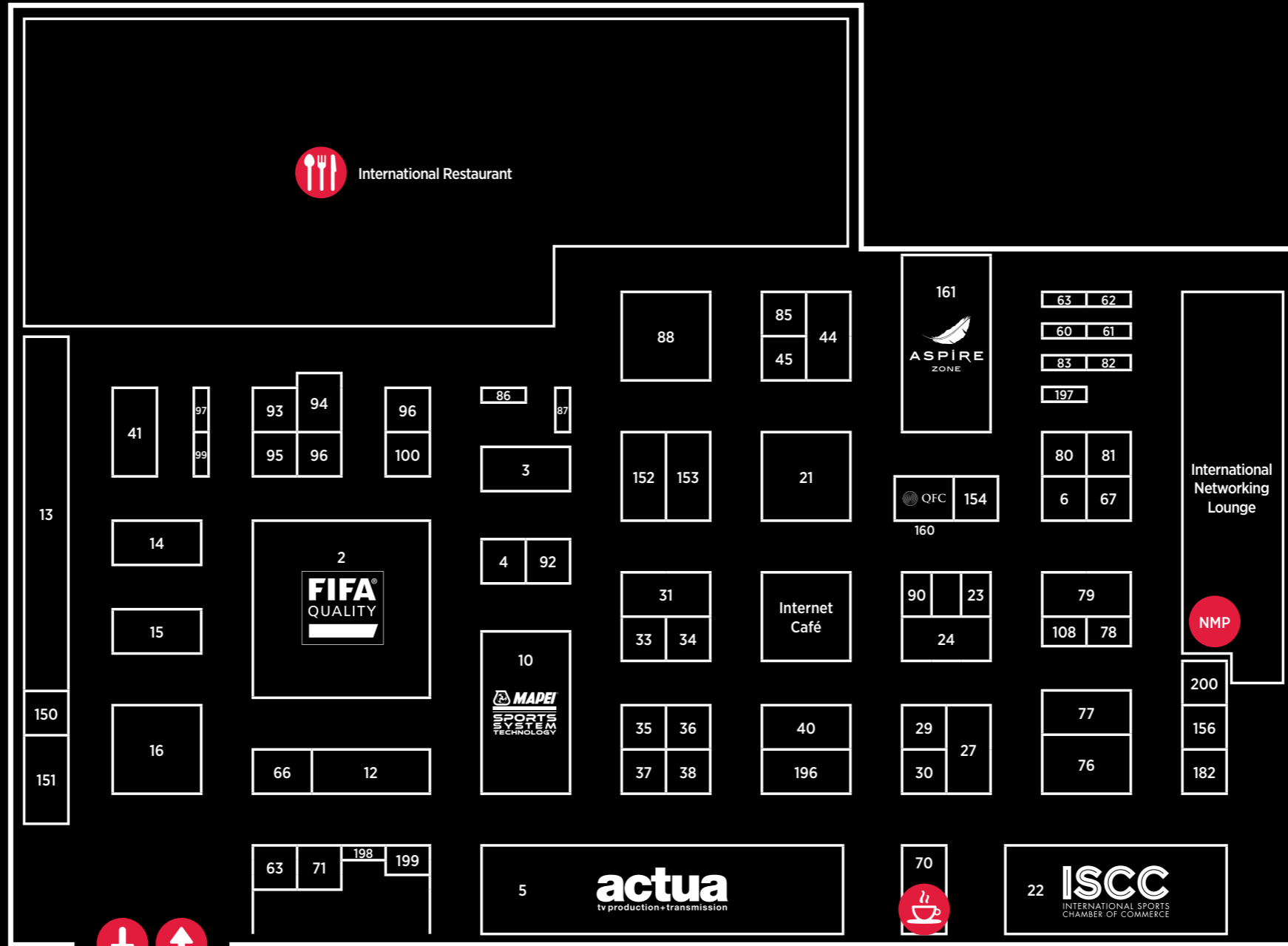
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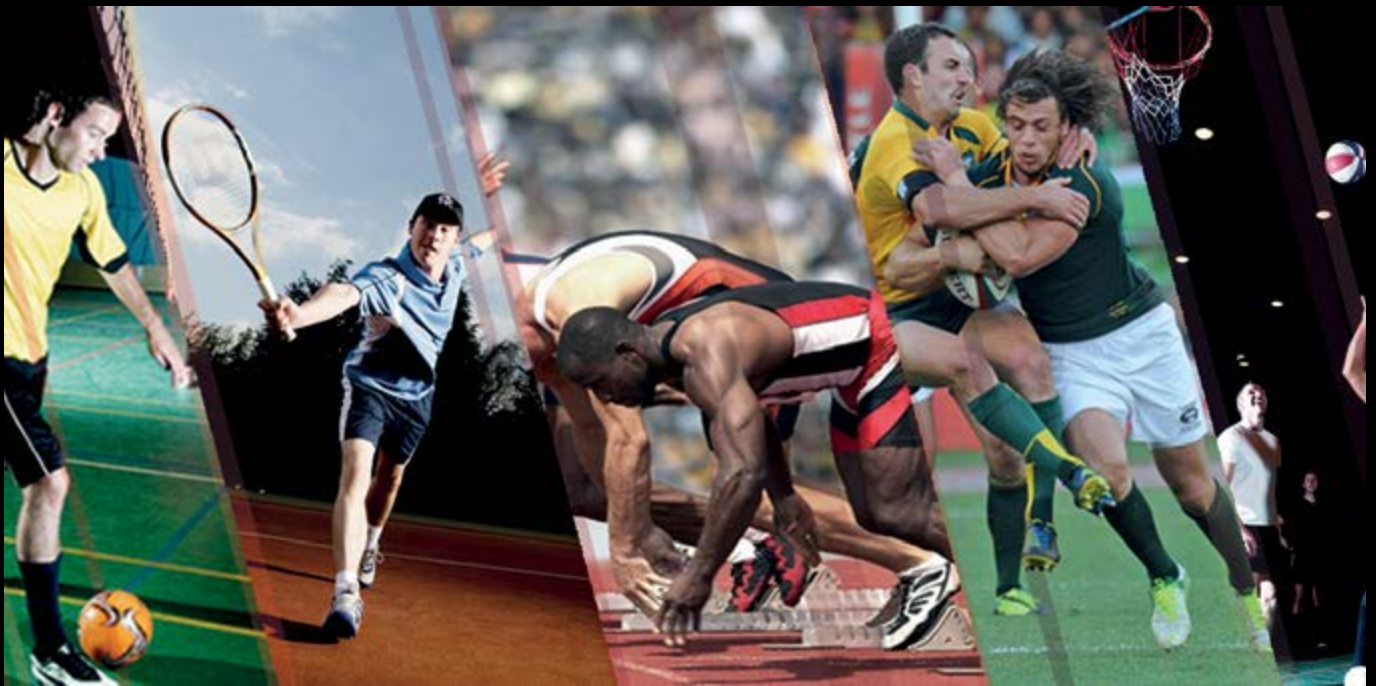


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