



mesgo

EXECUTIVE MASTER IN
EUROPEAN SPORT GOVERNANCE

Who's Who MESGO IV, 2016–18



OBJECTIVES & PARTICIPANTS

CONTEXT AND OBJECTIVES

The professional sport industry has undergone a major revolution within Europe in recent years. The commercial development of the most popular competitions has prompted an increasing number of stakeholder organisations to take an interest in European sport, calling into question its traditional mode of governance.

Today, with a growing political, economic, societal and ecological impact in Europe and in the world, the European sport industry leaders have to take concerted and sustainable decisions and to collaborate with their main stakeholders to find solutions to the rising challenges and develop a sustainable governance mode.

Global collaboration, anticipation and ethics will be key to a sustainable sport governance and to keep the sport passion alive.

UNIQUE CHARACTERISTICS

- Emphasis on the international dimension of sport;
- Multidisciplinary approach, in-depth analysis of legal, political and economic issues (e.g. competition law, litigation prevention, risk management, regulation and media policy);
- Focus on the current and future key challenges faced by sports organisations (specificity of sport, competitive balance, exploitation of commercial rights, social dialogue, match-fixing, doping, social responsibility, governance structure, etc.);
- Visits of major sports cities with lectures at the heart of sports organisations by their leaders and top managers.

WHO IS THE MESGO FOR?

This programme is designed for managers working in:

- International, European and national federations;
- Clubs, leagues and trade unions;
- European institutions and governments;
- Partners of sport organisations (media, sponsors, etc.).

LEARNING OBJECTIVES

Anticipate the forthcoming key challenges

"Play to win"

Identify new global trends, analyse rising constraints and apply innovative methods to best overcome them.

Positively impact the development of European Sport Governance

"Leave your mark"

Realign core values and integrate ethics at all levels of business, improve management operations and leave a lasting mark in your industry.



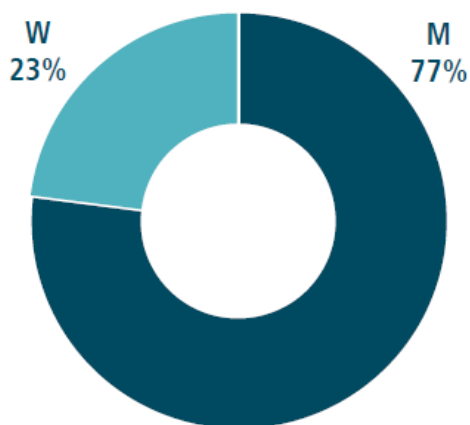
Exploit the dynamics

"Do it with passion or not at all"

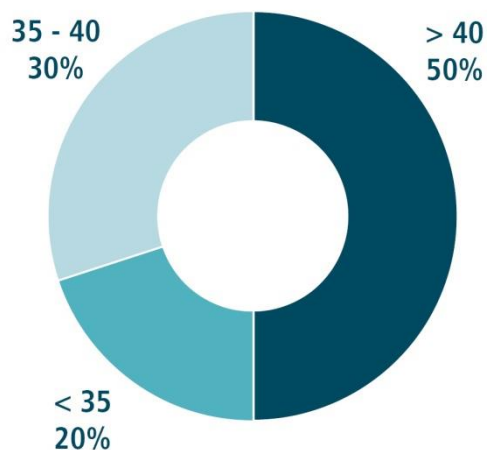
Accompany the sport's evolution, exploit the boiling energy and passion within the sport's industry and adopt a solution-driven attitude.

4TH EDITION STATISTICS

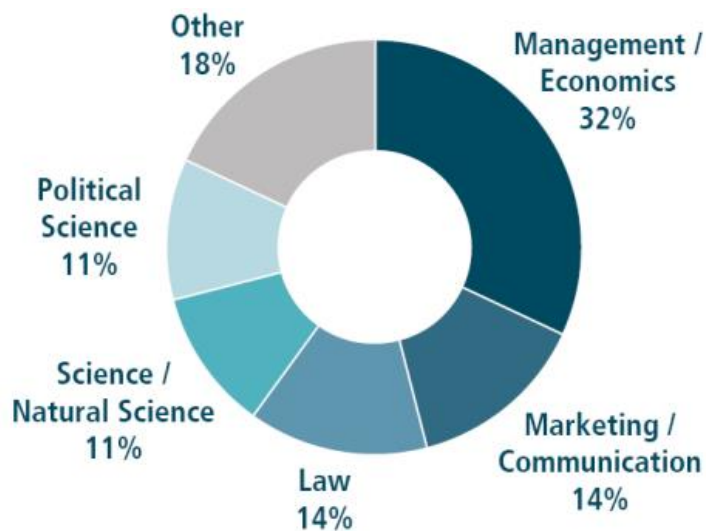
GENDER



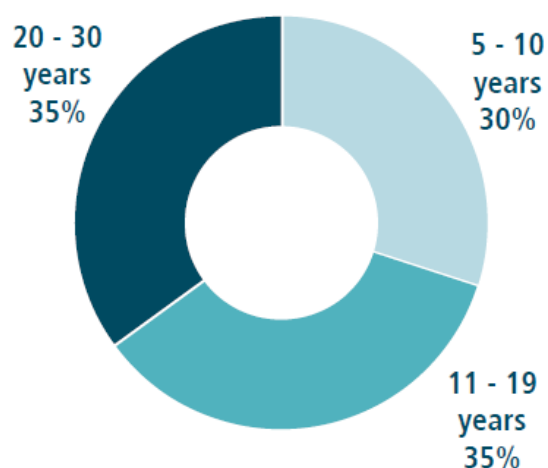
AGE



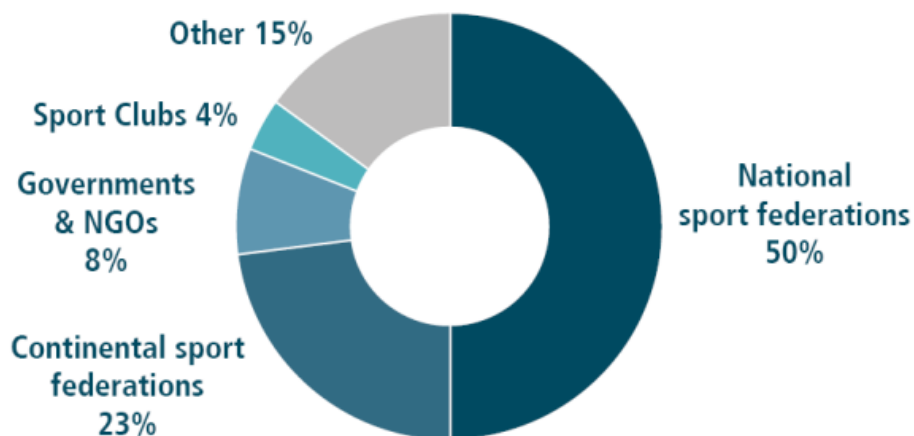
ACADEMIC BACKGROUND



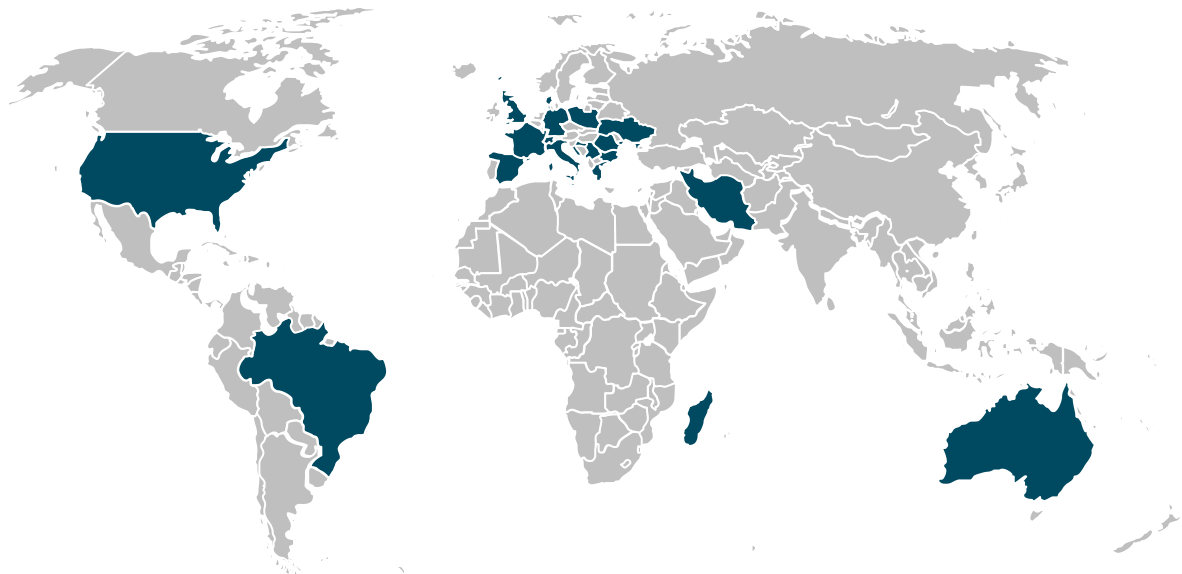
PROFESSIONAL EXPERIENCE



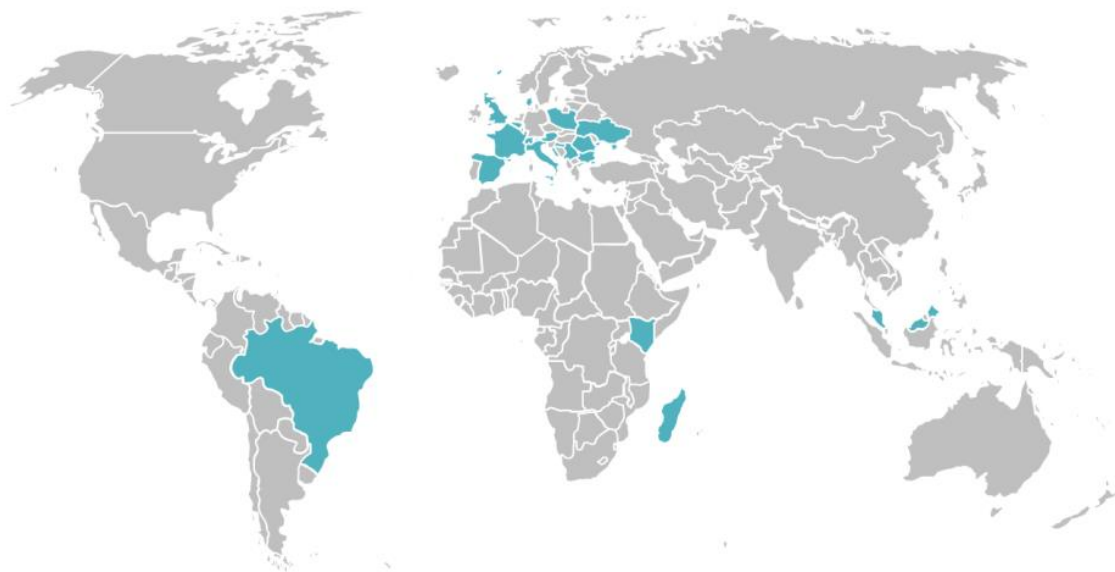
INSTITUTIONS REPRESENTED



The participants of MESGO IV edition represent **21 different nationalities**, speak **20 different languages** and are based in **20 different countries**.



Participants' countries of origin



Participants' countries of work

Loïc
ALVES

French
1988

European Handball Federation (EHF) – Austria
In-House Legal Counsel



Work Experience

- Legal Counsel, Olympic Lyonnais Group (Lyon, France)
- Project Manager, Sport and Citizenship (Angers, France)

Academic Qualifications

- Executive programme in International Sports Law, Sports Law and Policy Centre (Ravello, Italy)
- Master's degree in Business Law, specialised in Sports Law, University of Aix-Marseille (France)
- Master's degree in International Law, specialised European Union Law, University of Tours, (France) and University of Warsaw (Poland)

Languages

- French (native) and English

Sport

- Basketball: 18 years at regional and national levels
- Leisure: handball, football, Gaelic football, skiing and hiking

Kevin
ASHBY

English
1973

Union of European Football Associations (UEFA) – Switzerland
Editorial Manager



Work Experience

- Editorial manager for UEFA competitions and social media channels with over 100 million followers (Nyon, Switzerland)
- Digital content lead for UEFA EURO 2016 across web, mobile and social media (Paris, France)
- Sub-Editor, News Editor and Editorial Coordinator, UEFA (London, United Kingdom)
- Sports journalist, News Editor, ZOO Digital Group plc (Sheffield, United Kingdom)

Academic Qualifications

- Bachelor of Arts' degree (Hons) in Communications, Coventry University (United Kingdom)

Languages

- English (native)

Sport

- Football player for FC UEFA and +30s and +40s in the Vaud league
- Golf and cricket

Heidi
BEHA

German
1985

**GIZ Deutsche Gesellschaft für Internationale
Zusammenarbeit – Germany**

Regional Implementation Manager (Sport for Development)
in Africa (Kenya, Togo, Rwanda, DR Congo)



Work Experience

- Project Manager, Robert Bosch Foundation (Voronezh, Russia)
- Journalist in Sports and Politics, SWR German Public Radio (Freiburg, Germany)

Academic Qualifications

- Organisational Studies, University of Hildesheim (Germany)
- Master of Arts' degree in Political Science and Economics (Germany, Poland and United Kingdom)

Languages

- German (native), English, French and Russian

Sport

- Football player in Germany, Russia, United States, Poland

Other

- Guest expert, German Olympic Sports Confederation (DOSB)
- Sports and Politics lecturer, University of Tartu (Estonia) and University of Frankfurt (Germany)
- Organiser of football projects for cross-cultural exchange, education, networking

Alexander
BIELEFELD

German
1983

Burson-Marsteller – Belgium

Manager, Communications and EMEA Sports Practice



Work Experience

- Senior Associate, Government Relations and EMEA Sports Practice, Burson-Marsteller (Brussels, Belgium)
- Assistant to MP Johannes Kahrs, German Parliament (Germany)
- Trainee and project assistant, European Commission, DG Education and Culture, Sport Unit (Brussels, Belgium)

Academic Qualifications

- Master of Arts' degree in International Relations and EU Diplomacy, College of Europe (Bruges, Belgium)
- Master of Arts' degree in International Sport Policy, University of Brighton (United Kingdom)
- Bachelor of Arts' degree in Politics and Economics, University of Münster (Germany)
- Conflict Resolution and Middle-Eastern Politics, Hebrew University of Jerusalem and University of Haifa (Israel)

Languages

- German (native), English and French

Sport

- Football player of the FC St. Pauli youth academy and playing up to fourth division level in Germany

**Răzvan
BURLEANU**

Romanian
1984

Romanian Football Federation (FRF) – Romania
President



Work Experience

- President, European Minifootball Federation (Birmingham, United Kingdom)
- President, European Institute for Participatory Democracy "Qvorum" (Bucharest, Romania)
- Advisor, The Presidential Administration (Bucharest, Romania)
- Parliamentary Advisor, The Parliament of Romania, The Senate (Bucharest, Romania)

Academic Qualifications

- PhD in Political Science, The National School of Political Studies and Public Administration (Bucharest, Romania)
- Master's degree in International Relations, The National School of Political Studies and Public Administration (Bucharest, Romania)
- Master's degree in Euro-Atlantic Studies, National Defence University "Carol I" (Bucharest, Romania)
- Bachelor's degree in Political Science, The National School of Political Studies and Public Administration (Bucharest, Romania)

Languages

- Romanian (native) and English

Sport

- Football player (7-19 years old)
- Football referee at the country level until the age of 20
- Volunteer in grassroots football

**Joyce
COOK**

British
1958

Centre for Access to Football in Europe (CAFE) – United Kingdom
Founding and Managing Director,
General Secretary



Work Experience

- Member, Olympic Delivery Authority's Built Environment Access Panel for London 2012 (United Kingdom)
- Consultant, London Organising Committee of the Olympic and Paralympic Games (LOCOG) / UEFA
- Nursing Officer Intensive and Coronary Care, Sultan of Oman Armed Forces Hospital (Oman)

Academic Qualifications

- UEFA Women in Football Leadership Programme
- Professional and executive management courses (United Kingdom)
- State Registered Nurse (United Kingdom)
- English National Board 100/124, Intensive and Coronary Care (United Kingdom)

Language

- English

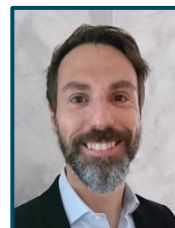
Other

- Chair (voluntary), Level Playing Field (England and Wales)
- Board Director (voluntary), FARE (Europe)
- Director (voluntary), Women in Football (United Kingdom)
- Board Member, Sports Grounds Safety Authority (United Kingdom)
- Independent Board Member, Football Association Inclusion Advisory Board (United Kingdom)
- Awarded OBE (Officer of the Order of the British Empire) in 2012 for services to disabled people

**Patrice
COSTE**

French
1972

UEFA Events SA – Switzerland
Central Services Manager
Venue Operations and Broadcast Manager



Work Experience

- Senior Sports Production Manager, Canal+ France (Paris, France)
- Senior Broadcast Liaison Officer, HBS (South Korea, Germany and South Africa)
- Senior Broadcast Liaison Officer, UEFA Events SA (Austria and France)

Academic Qualifications

- Master's degree in Media, specialised in Broadcast, Sciences Com (Nantes, France)
- Master's degree in English Language and Literature, University of Perpignan (France)

Languages

- French (native), English and Spanish

Sport

- Running (in competition), football, cycling, tennis and squash

**Alexandros
GERONTIKOS**

Greek
1962

Sportradar AG – Switzerland
Sales Operations Director



Work Experience

- Head of Marketing, Intralot Interactive S.A. (Athens, Greece)
- Marketing Director, Betting Company S.A. (Athens, Greece)
- Marketing Manager, Unilever Hellas S.A. (Athens, Greece)
- Sales Manager, KMOIL LTD (Athens, Greece)

Academic Qualifications

- Master of Business Administration, Southern New Hampshire University (United States)
- Bachelor of Science's degree in Business Administration, Accounting and Finance, American College (Athens, Greece)

Languages

- Greek (native) and English

Sport

- Football, scuba diving (PADI Certified Dive Master) and golf

**Dennis
GUDASIĆ**

Australian
& Croatian
1968

Lokomotiva Zagreb Football Club – Croatia
Executive Director



Work Experience

- General Manager, City Car rent a car (Zagreb, Croatia)
- General Manager, SIXT rent a car (Zagreb, Croatia)
- Sales Director, Tomic & Co. BMW (Zagreb, Croatia)
- Director, Retail Banking, Glumina Banka (Zagreb, Croatia)
- Foreign Investment Manager, Croatian Privatisation Fund (Zagreb, Croatia)
- Retirement/Investment Advisor, AMP Financial Services (Melbourne, Australia)

Academic Qualifications

- Certificate of Advanced Studies in Football Management, IDHEAP, University of Lausanne (Switzerland)

Languages

- English (native) and Croatian (native)

Other

- Awarded the 'Red Hrvatskog Pletera' medal by the president of Croatia in 1995 in recognition for his contribution to the development and creation of the Croatian state

**Jakob
HØYER**

Danish
1971

Danish Football Association (DBU) – Denmark
Director of Communication



Work Experience

- Director of Communication, Danish Railway Association (Denmark)
- Editor in Chief, MetroXpress, part of Metro International (free newspaper) (Denmark)
- Head of Communication, personal advisor, Danish Ministry of Culture (Denmark)

Academic Qualifications

- Masters' degree in Media and Management, Copenhagen Business School (Denmark) and Northwestern University (Chicago, United States)
- Master of Arts' degree in International Journalism, City University (London, United Kingdom)
- Candidate in Journalism, Danish School of Media and Journalism (Denmark)

Languages

- Danish (native) and English

Sport

- Runner, cyclist and triathlete

<p>Virgar HVIDBRO</p> <p>Faroese & Danish 1968</p>	<p>Faroe Islands Football Association (FSF) – Faroe Islands General Secretary</p>		
<p>Work Experience</p> <ul style="list-style-type: none"> • UEFA Match Delegate, UEFA • Competition Manager, Education Coordinator and Education Manager, Faroe Islands Football Association (Tórshavn, Faroe Islands) • Faroe Islands Working Environment Authority (Faroe Islands) <p>Academic Qualifications</p> <ul style="list-style-type: none"> • Teacher (Mathematics), University of the Faroe Islands (Føroya Læraraskúli) • St Andrews Bible College (Malton, United Kingdom) <p>Languages</p> <ul style="list-style-type: none"> • Faroese (native), Danish and English <p>Sport</p> <ul style="list-style-type: none"> • Running and football 			

<p>Julien ISSOULIÉ</p> <p>French 1978</p>	<p>French Swimming Federation (FFN) – France Water Polo Director</p>		
<p>Work Experience</p> <ul style="list-style-type: none"> • Head Coach, National Centre of Water Polo, INSEP (Paris, France) <p>Academic Qualifications</p> <ul style="list-style-type: none"> • Professor of Sport, French Ministry of Youth and Sports (Competitive exam, Holder state civil service) (France) • Water Polo State certificate of sports instructor, 2nd degree (France) • Bachelor's degree in Sport Science and Technology of Physical Activities and Sports (STAPS), specialised in Education and Motricity, University of Evry Val d'Essonne (France) <p>Languages</p> <ul style="list-style-type: none"> • French (native) and English <p>Sport</p> <ul style="list-style-type: none"> • Water polo player at national level until 23 years old 			

Igor
JANKOVIĆ

Serbian
1970

Football Association of Serbia (FSS) – Serbia
Head of Grassroots Department



Work Experience

- General Secretary, Children's Football Association (Belgrade, Serbia)
- General Manager, Hof & Bros. d.o.o. (Belgrade, Serbia)
- International Department, Chr. Hansen's Laboratorija d.o.o. (Belgrade, Serbia)

Academic Qualifications

- Masters' degree in Management, Faculty for Management "Braća Karić" (Belgrade, Serbia)
- Senior Football Coach degree, Junior College for Sport Coaches (Belgrade, Serbia)

Languages

- Serbian (native) and English

Sport

- Grassroots, elite youth and amateur football player

Other

- Founder and coach, KMF Mondial (Serbia)
- Founder and Director, Mini Maxi Football Leagues (Serbia)
- Founder and General Secretary, Children's Football Association (Serbia)
- Secretary, Children's and School's Football Committee of the Football Association of Yugoslavia (FSJ) and the Football Association of Serbia and Montenegro (FSSCG)
- Member, UEFA Grassroots Panel

Vahid
KARDANY

Iranian
1979

The Asian Football Confederation (AFC)
– Malaysia
Head of International Relations Department



Work Experience

- Member of the Jakarta 2018 Asian Games Organising Committee (Indonesia)
- Director of Development Department, Olympic Council of Asia (Koweit)
- Manager of Technical Department, Olympic Council of Asia (Koweit)

Academic Qualifications

- Airline Transport Pilot License (Cabair College of Air Training), United Kingdom Civil Aviation Authority (United Kingdom)
- Academic English course and Cambridge Examination Course, Exeter Academy (United Kingdom)

Languages

- Farsi (native), English and Arabic

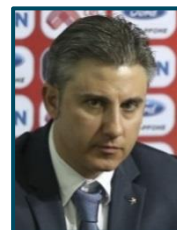
Sport

- Taekwondo athlete

**Pavel
KOLEV**

Bulgarian
1975

Bulgarian Football Union (BFU) – Bulgaria
Deputy General Secretary



Work Experience

- Member of UEFA Players' Status Transfer and Agents and Match Agents Committee
- UEFA Match Delegate, UEFA
- UEFA Under-17 EURO Championship final Tournament Director, UEFA and Bulgarian Football Union (Sofia, Bulgaria)
- Press Officer, Team Manager of the "A" national team and Head of Communications, Bulgarian Football Union (Sofia, Bulgaria)
- Sports editor, 24 Chasa (daily newspaper) (Sofia, Bulgaria)

Academic Qualifications

- Diploma in Football Management, IDHEAP, University of Lausanne (Switzerland)
- Certificate of Advanced Studies in Football Management, IDHEAP, University of Lausanne (Switzerland)
- Bachelors' degree in Economy, University of National and World Economy (Sofia, Bulgaria)

Languages

- Bulgarian (native), English, French, Italian, Serbian and Russian

Sport

- Youth football competition of Bulgaria (10–15 years old)
- Youth tennis championship of Bulgaria (15–18 years old)
- Amateur football player in University team (18–21 years old)

**Kepa
LARUMBE**

Spanish
1979

Royal Spanish Football Federation (RFEF) – Spain
Legal Director



Work Experience

- Member of the UEFA Control, Ethics and Disciplinary Body
- Lawyer, Head of Disciplinary Committees, Integrity Officer and Director of the Legal Advisory Service, Royal Spanish Football Federation (Spain)
- Lawyer, Larumbe Law Firm, specialised in Labour Law (Spain)
- Practising lawyer and member, Pamplona Bar Association (Spain)

Academic Qualifications

- FIFA/CIES Programme in Sport Management (Madrid, Spain)
- Master's degree in Sports Law, INEFC, University of Lleida (Spain)
- School of Law Practise, Estanislao de Aranzadi, Public University of Navarra (Spain)
- Degree in Law, Faculty of Law, Public University of Navarra (Spain)

Languages

- Spanish (native) and English

Other

- Guest speaker in numerous national and international conferences on sports law (Mexico, Argentina, Peru, New Zealand, Spain, Switzerland, Chili, Ecuador and Turkey)
- Author of 3 publications in *Revista Jurídica del Deporte* (Sports Law Review)
- Director-Coordinator of International Conferences on Football Law (2013, 2015) organised by the Royal Spanish Football Federation (Spain)

**Fiona
MAY**

Italian
& British
1969

Italian Football Federation (FIGC)

Head of commission for integration,
Head of delegation for the U19 women's football team

Italian Olympic Committee (CONI)

Athlete's representative for the Executive Committee and Roma 2014 bid



Work Experience

- Consultant for Amateur Sports Society RCS srl. 2014
- Ethics Committee, Lega Pro (Italian Professional Football League)
- Reporter for London 2012 Olympic Games, Sky Sports Italy

Academic Qualifications

- Bachelor of Arts' degree in Economics and Business Management, Trinity and All Saints College, University of Leeds (United Kingdom)

Languages

- English (native) and Italian

Sport

- 3 times World Champion and 2 times Olympic silver medalist (long jump): Atlanta 1996 (Greece) and Sydney 2000 (Australia)

**Andrew
MERCER**

English
1980

**Union of European Football Associations
(UEFA) – Switzerland**

Legal Counsel,
Venue Director



Work Experience

- Associate in the intellectual property/commercial contracts department, Slaughter and May (London, United Kingdom)
- Radio Journalist, Radio Beijing (China)

Academic Qualifications

- Certificate of Advanced Studies in Football Management, IDHEAP, University of Lausanne (Switzerland)
- Legal Practice Course and Graduate Diploma in Law, Nottingham Law School (United Kingdom)
- Bachelor of Arts' degree (hons) in English Literature, King's College London (United Kingdom)

Language

- English (native)

Sport

- Football player at UEFA

Other

- Participation in community projects as a volunteer: providing care and support for the homeless and individuals with drug/alcohol problems at The Hope Centre (St. Helens, United Kingdom) and serving on the Board of Visitors at Thorn Cross Young Offenders Institute (Warrington, United Kingdom)

Jean Michel
RAMAROSON

Malagasy
1967

Malagasy Basketball Federation (FMBB)
– Madagascar

President

FIBA Africa – Ivory Coast

Executive Committee member



Work Experience

- President of FIBA Africa's National Federations Commission in charge of the program of development – Ivory Coast
- Board Member of the International Basketball Foundation (IBF) – Geneva, Switzerland
- Managing Director, MANAGING Group (construction and real estate company, technical consultancy in engineering) (Antananarivo, Madagascar)

Academic Qualifications

- Master of Business Administration's degree in Programme Management, National Institute of Accounting and Business Administration (INSCAE) (Antananarivo, Madagascar)
- Master's degree in Economics, Faculty of Law, Economics, Management and Sociology (ESSDGES) (Antananarivo, Madagascar)

Languages

- Malagasy (native), French (native) and English

Sport

- Former international basketball player, member of the Malagasy national team

Emily
SHAW

British & Swiss
1985

Union of European Football Associations (UEFA) – Switzerland

Women's Football Development Manager



Work Experience

- UEFA Women's Football Development Coordinator (Nyon, Switzerland)
- Member, UEFA Captains of Change Steering Committee (Nyon, Switzerland)
- UEFA Venue Director for UEFA Champions League, UEFA Europa League, UEFA U21 Championship
- UEFA National Associations Development Assistant (Nyon, Switzerland)
- UEFA HatTrick Programme Assistant (Nyon, Switzerland)

Academic Qualifications

- Master of Arts' degree in Social Anthropology, University of St Andrews (United Kingdom)

Languages

- English (native) and French

Sport

- Competed at a national level in football, judo and athletics

Other

- Member of football club board (FC Stade Nyonnais), women's representative, in charge of sponsorship

**Eduardo
TEGA**
Brazilian
1973

**Universidade do Futebol
(University of Football) – Brazil**
Chief Executive Officer



Work Experience

- Football Technical Coordinator, Campus Pelé and Paulista Football Club (Jundiaí, Brazil)
- Senior Consultant in Youth Football Talent Development, MACEL Technical Consultancy (Sao Paulo, Brazil)

Academic Qualifications

- Diploma in Sports Management Fundamentals, Cruyff Institute (Barcelona, Spain)
- Postgraduate degree in Administration and Marketing in Sport, Superior School of Advertising and Marketing (ESPM) (Sao Paulo, Brazil)
- Bachelor's degree in Business Administration, Faculty of Business, Anchieta University (Jundiaí, Brazil)
- Full degree in Physical Education, Superior School of Physical Education (ESEF) (Sao Paulo, Brazil)

Languages

- Brazilian Portuguese (native), English and Spanish

Sport

- Football and indoor football player until the age of 20 (U13, U15, U18, U20) in Brazil and foreign clubs.

**Douglas
THACKREY**
American
1972

Sport Matters – Switzerland
Marketing Director



SPORTMATTERS



Work Experience

- Freelance Consultant
- Director, Mindspring Middle East (United Arab Emirates)
- Commercial Director, Ovation Sports / Mindspring (Switzerland)
- Manager Sponsorship Sales, TEAM Marketing (Lucerne, Switzerland)
- Sales Executive, Nextel Communications (San Diego, United States)
- Senior Software Engineer and Project Manager, Wild Horse Athletic Software (San Diego, United States)

Academic Qualifications

- Bachelor of Science's degree in Mechanical Engineering, Duke University (Durham, North Carolina, United States)

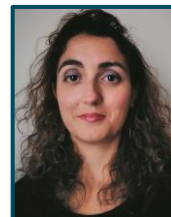
Language

- English

Elisa
TURRIONI

French
& Italian
1979

**French Mountaineering and Climbing
Federation (FFME) – France**
Administrative and Financial Director



Work Experience

- Project Manager and Project Director, French Ministry of Health and Sport (Paris, France)
- Project Manager, French National Council of Physical and Sporting Activities (Paris, France)
- Project Manager, UNESCO (Paris, France)

Academic Qualifications

- Master's degree in Management of Sports Organisations, University of Caen (France)
- Master's degree in International Business, University of Paris (France)

Languages

- French (native), Italian (native), English and Spanish

Sport

- Tennis, roller-skating, ju-jitsu

Other

- Volunteer for Play international
- Board member of a local association of ju-jitsu

Magdalena
URBAŃSKA

Polish
1979

Polish Football Association (PZPN) – Poland
Head of Grassroots Department



Work Experience

- Member, UEFA Grassroots Football Expert Panel
- Host City Coordinator and "Follow The Trophy" Project Manager Poland, UEFA EURO 2012™ (Poland)
- Executive Producer, BBC Worldwide Ltd. (United Kingdom and Poland)
- Owner/Producer, Smart House Film Production

Academic Qualifications

- Canadian Executive Master in Business Administration, School of Management Science (ESG), University of Quebec in Montreal (UQAM) (Canada) and Warsaw School of Economics (SGH) (Poland)
- Master's degree in International Relations (EuroMarketing), University of Lodz (Poland)

Languages

- Polish (native) and English

**Bjorn
VASSALLO**

Maltese
1980

Malta Football Association (MFA) – Malta
General Secretary



Work Experience

- Match Delegate, FIFA and UEFA
- Chief Executive Officer, Malta Football Association
- Addiction Counselor in Drug Rehab, Caritas Malta
- Event and Hospitality Manager, Westin Dragonara Resort (St. Julians, Malta)

Academic Qualifications

- Professional Management Courses (Malta and United Kingdom)
- Diploma in Event and Hospitality Management, Institute of Tourism Studies (Malta)

Languages

- Maltese (native), English and Italian

Other

- Football Administrator, San Gwann FC (Malta)
- Director, Malta Beach Soccer Tour

**Yuriy
ZAPISOTSKIY**

Ukrainian
1982

Football Federation of Ukraine (FFU) – Ukraine
General Secretary



Work Experience

- Head of Legal and International Affairs Department, Football Federation of Ukraine
- Member of FFU Ethics and Fair Play Committee, Football Federation of Ukraine
- Partner, Head of International Commercial Arbitration Practice, Moris Group Law Company LLC (Ukraine)
- Head of legal work and internal policy department, Ivano-Frankivsk Regional State Administration (Ukraine)

Academic Qualifications

- Master's degree in Public Administration, National Academy for Public Administration under the President of Ukraine
- Admitted to the Bar (advocate) in Ukraine
- Bachelor's degree in Law, Ivan Franko National University of Lviv (Ukraine)
- Professional Legal English Certificate

Languages

- Ukrainian (native), Russian and English

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