Who’s Who
MESGO V, 2018–20
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.

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.

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.
5TH EDITION STATISTICS

**GENDER**
- W: 27%
- M: 73%

**AGE**
- 35 - 40: 27%
- > 40: 42%
- < 35: 31%

**ACADEMIC BACKGROUND**
- Law: 25%
- Science / Natural Science: 8%
- Political Science: 8%
- Other: 4%
- Management / Economics: 40%
- Marketing / Communication: 15%

**PROFESSIONAL EXPERIENCE**
- 20 - 30 years: 35%
- 5 - 10 years: 19%
- 11 - 19 years: 46%

**INSTITUTIONS REPRESENTED**
- National sport federations: 46%
- Continental sport federations: 23%
- Governments & NGOs: 8%
- Sport Clubs: 11%
- Other: 12%
The participants of MESGO V edition represent **23 different nationalities** and are based in **21 different countries**.
Didier ANDRIST  
Swiss  
1973

Union of European Football Associations (UEFA) – Switzerland
Senior Manager Commercial Operations

Work Experience
- Senior Manager Commercial Operations, UEFA (Nyon, Switzerland)
- Senior Manager National Team Operations, UEFA (Nyon, Switzerland)
- Head of Events Center, UEFA (Nyon, Switzerland)

Academic Qualifications
- Sport Manager Diploma, IDHEAP & Swiss Olympic (Lausanne, Switzerland)
- Certificate in Advanced English (Perth, Australia)
- Business school (Nyon, Switzerland)

Languages
- French (native), English (fluent) and German (basic)

Sport
- Football Coaching Diploma
- Leisure: Football, Tennis, winter sports and cinema

Irena BAKREVSKA - MILOSHEVSKA  
Macedonian  
1974

Football Federation of Macedonia
International Department and Social responsibility coordinator

Work Experience
- International Department in Football Federation of Macedonia
- Teacher in the first bilingual (Macedonian/Albanian) kindergarten in Macedonia
- Ministry of Interior of the Republic of Macedonia, Department for Legal Services (Bitola, Macedonia)

Academic Qualifications
- UEFA Women in Leadership Programme, WFLP UEFA
- UEFA Certificate for Football management (CFM-Croatian edition)
- Certificate for professional Trainer of Adults – intermediate level (GIP international, AFPA, FIIAPP, ЦОВ)
- Training Certificate in Gestalt Psychotherapy and Process -Stage-Praxis (PSP)(14 hours in Gestalt psychotherapy and PSP)
- Training Certificate in Transactional Analysis for Protection, Permission and Potency (12 hours of TA)
- One year training program for working with children in bilingual and multicultural environments
- B.A. in Psychology

Languages
- Macedonian (native), English, Greek, Turkish,

Sport & Leisure
- Walking in the nature, spending time with my friends and family, cooking, attending concerts and theatre
Róbert BARCZI  
Hungarian Football Federation – Hungary  
Competition Director  

1974

Work Experience
- Competition Director, Hungarian Football Federation (Budapest, Hungary)
- Director, Hungarian Football Federation, Szabolcs County Regional FA (Budapest, Hungary)
- Managing Director, Nyíregyháza Spartacus Football Club (Nyíregyháza, Hungary)

Academic Qualifications
- Lawyer, Faculty of Law, University of Miskolc (Miskolc, Hungary)
- Major Public Education Manager, Budapest Technical and Economic Scientific University (Budapest, Hungary)
- Special Economist, Budapest College of Economy (Budapest, Hungary)
- Geography and Physical Education Department, Geography and Physical Education Teacher, University of Nyíregyháza (Nyíregyháza, Hungary)

Languages
- Hungarian (native), English (fluent), German (basic)

Other
- UEFA Players’ Status, Transfer and Agents and Match Agents Committee member (+3 years)
- Football player (17-times National Youth Team member, 1st Division, 2nd Division)
- Adult coach (1 year), Youth coach (3 years)
- Sports journalist (3 years)

Jérémy BENAGES  
National Rugby League – France  
Play Offs Manager  

1989

Work Experience
- Play Offs Manager, National Rugby League (Paris, France)
- Junior Executive – Competition and Stadium Department, National Rugby League (Paris, France)
- Work training program – Competition and Stadium Department, National Rugby League (Paris, France)
- French Embassy – Economic Division (Buenos Aires, Argentina)

Academic Qualifications
- Master’s Degree specialising in The Law, Economics and Management of Sports (Limoges, France)
- Business and International Affairs, Sciences Po (Aix-en-Provence, France)
- Business Affairs and Law Legislation, Taxation, Economics, Accounting, Sciences Po (Aix-en-Provence, France)

Languages
- French (native), English (fluent), Spanish (fluent)

Sport
- Regular practice of football, squash and ski
### Yashwanth Rao BIYYALA
**Indian**
**1988**

**Baseline Ventures India - India**
Director – Athlete & Franchise

#### Work Experience
- Director – Athlete & Franchise Management, Baseline Ventures (Delhi, India)
- Manager Sales and Business Development, Total Sport Asia (Delhi, India)
- Consultant, Sport and Entertainment, Total Sport Asia (Delhi, India)
- General Secretary – Modern Pentathlon Association of Telangana

#### Academic Qualifications
- Senior Secondary Certificate, The Lawrence School (Lovedale, India)

#### Languages
- English, Hindi and Telugu

#### Sport
- Tennis, Football and Cricket

#### Other
- Volunteer – Help Age India
- Volunteer – Kargil Relief Fund – Visakhapatnam

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### Katarzyna BINIASZCZYK
**Polish**
**1983**

**European Parliament - Belgium**
Political advisor and Head of Office of MEP Bogdan Wenta

#### Work Experience
- Political Advisor and Head of Office of MEP Bogdan Wenta and coordinator of the Sports Intergroup, European Parliament (Brussels, Belgium)
- Head of Office of MEP Piotr Borys, European Parliament (Brussels, Belgium)
- Research assistant at Notre Europe-Jacques Delors Institute (Paris, France)

#### Academic Qualifications
- PhD on the Economy of the Sports Broadcasting Rights – ongoing, Cracow University of Economics (Cracow, Poland)
- Master of European Project Management, University of Paris III Sorbonne Nouvelle (Paris, France)
- Master of International Relations, Specialisation: Political Science, University of Lodz (Lodz, Poland)

#### Languages
- Polish (native), French, English, Russian

#### Sport
- Basketball, running, dance
Michal BUCHEL
Slovak
1977

FIAS – International SAMBO Federation – Switzerland
Chief Executive Officer

Work Experience
- Chief Executive Officer, FIAS – International SAMBO Federation (Lausanne, Switzerland)
- Multi-Sport Games Specialist / Consultant, Sinergi Sports Consulting (Lausanne, Switzerland)
- Adviser to the International Sambo Federation President, FIAS - International SAMBO Federation (Lausanne, Switzerland)
- Multi-Sport Games Manager - SportAccord (Lausanne, Switzerland)
- Sports Manager - FISU (Brussels, Belgium)

Academic Qualifications
- Master of the Political Sciences, M. Bel University (Banská Bystrica, Slovakia)

Languages
- English, French, Russian, Spanish, Slovak, Czech

Organisation
- Vice-Chair of the Consultative Committee, EPAS The Enlarged Partial Agreement on Sport
- Council Member - AIMS - The Alliance of Independent Recognized Members of Sport

Sport
- Ice-hockey, In-line hockey, Tennis, Badminton

Dimitrios DAVAKIS
Greek
1970

Hellenic Football Federation – Greece
Legal Counsel-Integrity Officer-Integrity Manager

Work Experience
- Attorney at Law
- Legal Counsel/ Integrity Officer/ Integrity Manager, Hellenic Football Federation
- Ethics and Disciplinary Inspector, UEFA
- Mediator

Academic Qualifications
- Certificate of Advanced Studies (Merit), UEFA Football Law Programme
- Certificate of Professional Education and Training in Tax Law, Athens University of Economy and Business
- MSc in Business for Lawyers, ALBA Graduate Business School
- Degree in Law, National & Kapodistrian University of Athens

Languages
- Greek (native), English (fluent), Italian (intermediary), German (basic)
Franciska (Ciska) DU PLESSIS-AUSTIN
South African
1979

Cycling SA – South Africa
Vice President

Work Experience
- Global Events Director, Gary Player Invitational (Cape Town, South Africa)
- Business & Account Director, Openfield Marketing (Cape Town, South Africa)
- Secretary General, Cycling South Africa (Cape Town, South Africa)
- Managing Trustee, Academy Cicliste International (Heidelberg, South Africa)
- Managing Trustee, Sure Travel / Cross Country Tours (Welkom South-Africa)

Academic Qualifications
- Certificate of Management of Technology & Innovation (Applied Sport Management – SASCOC) (Lethabong, South Africa)
- National Diploma, Tourism Management, Faculty of Tourism, Hospitality and Sport, Central University of Technology, (Bloemfontein, South Africa)
- UCI – Rider’s Agent

Languages
- English (native), Afrikaans (native)

Sport
- Runner, cyclist

Nerijus DUNAUSKAS
Lithuanian
1978

Lithuanian Football Federation– Lithuania
General Secretary

Work Experience
- General Secretary, Lithuanian Football Federation (Vilnius, Lithuania)
- Head of Competition and Event Department, Lithuanian Football Federation (Vilnius, Lithuania)
- Lithuanian National Youth Teams Manager, Lithuanian Football Federation (Vilnius, Lithuania)
- Professional Player (Lithuania)
- Professional Referee (for sixteen years; 2010-2016 FIFA Referee)

Academic Qualifications
- Sport Management, Lithuania Sport University (Kaunas, Lithuania)
- Certificate Football Management, Swiss Graduate School of Public Administration (IDHEAP), University of Lausanne (Lausanne, Switzerland)

Languages
- Lithuanian, English, Russian and German

Sport
- Football
Stuart DYKES
British
1963

SD Europe - Ireland
Head of SLO Implementation

Work Experience
- Head of SLO (Supporter Liaison Officer) Implementation, SD Europe (Cork, Ireland)
- Proprietor, United Language Services (Nienburg, Germany)
- Senior Technical Assistant, Ministry of Defence, Defence Estates Organisation (Germany and Netherlands)

Academic Qualifications
- BA (Hons) Modern Languages and Political Studies (Sheffield, United Kingdom)

Languages
- English (native), German and French

Sport
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Álvaro GARCÍA-ALAMÁN DE LA CALLE
Spanish
1970

Real Madrid FC – Spain
Lawyer

Work Experience
- Corporate Projects and Regulation Direction of Real Madrid, (Madrid, Spain)
- Lawyer, Legal Counsel of Real Madrid, (Madrid, Spain)
- Arbitrator of the Court Of Arbitration of Sport (Lausanne, Switzerland)
- Teacher in the Master in Sport Law, Universidad Europea-Laureate (Madrid, Spain)
- Owner of GARCIA-ALAMAN ABOGADOS Law Firm
- Lawyer at KPMG Peat Marwick

Academic Qualifications
- Master’s Degree in Sport Law, University of Lérida (Lérida, Spain)
- Law Degree, University Complutense (Madrid, Spain)

Languages
- Spanish (native) and English

Association
- Spanish Sports Lawyers Association

Sport
- Tennis, sailing, skiing
Gurvan Kervadec  
**Stade Français Paris – France**  
Chief Financial Officer (2017-2018)

**Work Experience**
- Chief Financial Officer, Stade Français Paris (Paris, France)
- Head of Sports Projects Management, French Rugby Union (Paris, France)
- Head of Human Resources / Head of Investments & Facility Management, French Rugby Union (Paris, France)
- Management Control Officer / Payroll Officer, French Rugby Union (Paris, France)

**Academic Qualifications**
- Executive Program in Finance, CEGOS (Paris, France)
- Executive Program in Human Resources, CEGOS (Paris, France)
- Master’s Degree in Sport Management, University of Paris XI (Paris, France)
- Master’s Degree in Business & Economic with Major in Corporate Finance, EDHEC School of Management (Lille, France)

**Languages**
- French (native), English (fluent)

**Sport**
- Basketball

Giel Kirkels  
**Royal Dutch Football Association - Netherlands**  
Manager KNVB Knowledge Center

**Work Experience**
- Manager KNVB Knowledge Center, Royal Dutch Football Association (Zeist, Netherlands)
- Venue Director, UEFA (Nyon, Switzerland)
- Project Leader KNVB Campus, KNVB (Zeist, Netherlands)
- Coordinator KNVB Expertise, KNVB (Zeist, Netherlands)

**Academic Qualifications**
- Diploma in Football Manager, IDHEAP (Lausanne, Switzerland)
- Master’s Degree in International Business Administration, Maastricht University (Maastricht, Netherlands)
- Entrepreneurship & Marketing, Central Michigan (Michigan, USA)

**Languages**
- Dutch (native), English and German

**Sport**
- Futsal
Pierre LOCHT
Belgian
1988

SA Standard de Liège – Belgium
Executive Board Member

Work Experience
- Legal Director, External Affairs, Sa Standard de Liège (Liege, Belgium)
- Legal Manager, Sa Standard de Liège (Liege, Belgium)
- Team Manager & Press Officer, Sa Standard de Liège (Liege, Belgium)

Academic Qualifications
- Master’s Degree in Management Sciences, University of Liege (Liege, Belgium)
- Master’s Degree in Law, KU Leuven (Leuven, Belgium)
- Bachelors’ Degree in Law, Politic Science option, University of Namur (Namur, Belgium)

Languages
- French (native), Dutch, English and German

Sport
- Football

Leisure
- Running, Reading

Anton MALIUTIN
Russia
1989

Football Club Lokomotiv Moscow - Moscow
Head of Market Intelligence

Work Experience
- Head of Marketing Intelligence, Football Club Lokomotiv Moscow (Moscow, Russia)
- Head of Marketing, Football Club Zenit Saint Petersburg (Saint-Petersburg, Russia)
- Marketing Analyst, Football Club Zenit Saint Petersburg (Saint-Petersburg, Russia)
- Project Manager, League TV – football pay TV channel Nash Football (Moscow, Russia)

Academic Qualifications
- Master’s Degree in International Business, Graduate School of Management, Saint Petersbug State University (Saint Petersburg, Russia)
- Exchange semester, Catolica Lisbon School of Business and Economics (Lisbon, Portugal)
- Bachelor’s Degree in Public Administration, Graduate School of Management, Saint Petersbug State University (Saint Petersburg, Russia)
- Exchange semester, Rotterdam School of Management, Erasmus University (Rotterdam, Netherlands)

Languages
- Russian (native), English (fluent), French (basic), Spanish (basic)

Sports
- Football, basketball, hockey, Brazilian jiu-jitsu, tennis
Jonathan MARTINEZ
American
1985

Concacaf
Club Licensing and Development Sr. Manager

Work Experience
- Club Licensing and Development Sr. Manager, Con cacaf (Miami, USA)
- Finance Manager, AXA Assistance (Miami, USA)
- Senior Accountant, Chesapeake Bay International (Miami, USA)
- Accounting Supervisor, Morgan & Morgan Law Firm (Orlando, USA)

Academic Qualifications
- Bachelor of Sciences and Finance, University of Central Florida (Orlando, USA)
- Master’s Certificate Business and Law of Sports, Villanova University

Languages
- English (native)

Other
- Catalina Elementary – Orlando, FL (voluntary work)
- South Orange Little League – Orlando, FL (voluntary work)

Nuno MOURA
Portuguese
1981

Portugal Football Association – Portugal
Chief Marketing Officer

Work Experience
- Chief Marketing Officer, Portugal Football Association (Lisbon, Portugal)
- Lecturer at FPF, Portugal Football School (Lisbon, Portugal)
- Global Digital Brand Director, Nike (Lisbon, Portugal)
- Global Digital Brand Manager, Nike (Lisbon, Portugal)

Academic Qualifications
- 5 years Degree Communication and Mass Media, PR and Journalism Specialisation, University of Minho (Braga, Portugal)

Language
- Portuguese (native), English and Spanish

Sport
- Football, Futsal, Rugby, Handball
- Leisure : Sports, Travel, Music
Leonid OLEINICenco
Moldova 1981

Work Experience
- Chief Executive Officer, Football Association of Moldova (Chisinau, Moldova)
- Public Auditor / Financial controller, Court of Accounts of the Republic of Moldova (Chisinau, Moldova)
- Chief of Planning and Accountant Service, Academy of Public Administration (Chisinau, Moldova)

Academic Qualifications
- Certificate of Advanced Studies Football Management, University of Lausanne (Lausanne, Switzerland)
- Certificate of Qualification Essential of Budget Execution, Center of Excellence in Finance, Ljubljana (Slovenia)
- Certificate of Qualification Public Acquisition Management, Academy of Public Administration of the Government of Moldova, Chisinau (Moldova)
- Bachelor of Economics, Academy of Economic Studies of Moldova, Chisinau (Moldova)

Languages
- Moldavian (native), Romanian, Russian and English

Joanna POULTON
British 1957

Work Experience
- Independent Non-Executive Director, British Ski & Snowboard Association (London, United Kingdom)
- Independent Non-Executive Director, Royal Yachting Association (Southampton, United Kingdom)
- Head of Commercial & Risk, Ethical Power Group Limited (Exeter, United Kingdom)
- CEO, 3 Paper Buildings, Temple (London, United Kingdom)

Academic Qualifications
- Diploma in Directorship (IoD)
- Certificate in Directorship IoD (Distinction)
- Mediator – Qualified Mediator
- MBA, Cranfield School of Management
- LLB Bristol University

Languages
- English (native), French reasonable conversation

Sport
- Yacht racing, Skiing, Hiking, Cycling, Horse-riding, Cricket, Rugby, Football
Yury SADOUSKI
Belarus
1984
Belarus Football Federation – Belarus
Head of Marketing and Communications Development

Work Experience
• Head of Marketing and Communications Development, Belarus Football Federation (Minsk, Belarus)
• Marketing Manager, Supreme Ice-hockey League
• Chief Coach Assistant, FC Zenit Academy (Saint Petersburg, Russia)
• Local Assistant, T.E.A.M Marketing AG (Luzern, Switzerland)

Academic Qualifications
• Bachelor’s Degree Sport Management and Marketing, Belarusian State University of Physical Education and Sport

Language
• Belarus, English and Russian

Sport
• Football

Jovan ŠURBATOVIĆ
Serbian
1968
Football Association of Serbia – Serbia
General Secretary

Work Experience
• General Secretary, Football Association of Serbia (Belgrade, Serbia)
• Professor of Sports Management, Faculty of Sport (Belgrade, Serbia)
• General Secretary, Football Association of Belgrade (Belgrade, Serbia)

Academic Qualifications
• Doctor of Science in Interdisciplinary field of Sports Management, University of Novi Sad (Novi Sad, Serbia)
• Master of Sciences in Management: MBA program ECPD International Postgraduate School of Management, European Center for Peace and Development (ECPD) of the University for Peace established by the United Nations (Belgrade, Serbia)
• Bachelor of Business Administration, School of Management, University of Applied Science (Belgrade, Serbia)

Languages
• Serbian (native), English (fluent), Italian (start learning)

Sport
• Football, Athletics, Handball
Lisa WIEDERER | Austrian | 1988

Work Experience
- Project Leader VELUX EHF FINAL4, EHF Marketing GmbH (Vienna, Austria)
- Internship parallel to studies in the marketing division of UEFA Events (Nyon, Switzerland)
- Event organisation/management, Team VELUX EHF FINAL4 (Vienna, Austria)
- Coordinator VELUX EHF Champions League, VELUX EHF FINAL4 (Vienna, Austria)

Academic Qualifications
- Master of Science, International Business Administration, University of Vienna (Vienna, Austria)
- Bachelor of Science (WU), International Business Administration, Vienna University Economics & Business (Vienna, Austria)

Languages
- German (native), English (fluent), French (advanced), Spanish (basic)

Sport
- Handball player

Rea WALSHE | Irish | 1981

Work Experience
- Corporate Affairs and Licensing Director, Football Association of Ireland (Dublin, Ireland)
- Head of Legal & Club Licensing, Football Association of Ireland (Dublin, Ireland)
- Legal Manager, Football Association of Ireland (Dublin, Ireland)
- Claims Processing Manager – Solicitor, Liberty Insurance (Dublin, Ireland)
- Solicitor, Eamonn Greene & Company (Dublin, Ireland)

Academic Qualifications
- Football Law Programme, UEFA (Nyon, Switzerland)
- Professional Diploma in Insurance, University College Dublin (Dublin, Ireland)
- Solicitor Qualification, The Law Society of Ireland (Dublin, Ireland)
- Bachelor of Commercial Law, University College Cork (Cork, Ireland)

Languages
- English (native)

Sport
- Running, hill walking, swimming and reading

Other
- Director and Company Secretary, Federation of Irish Sport
- Company Secretary, Football Association of Ireland
Aleš
ZAVRL
Slovene
1972

Union of European Football Associations (UEFA) – Switzerland
Head of Club Licensing

Work Experience
• Head of Club Licensing, UEFA (Nyon, Switzerland)
• General Secretary, Football Association of Slovenia (Ljubljana, Slovenia)
• Head of Competitions and Club Licensing, Football Association of Slovenia (Ljubljana, Slovenia)
• Club Licensing Manager, Football Association of Slovenia (Ljubljana, Slovenia)
• Secretary of National Teams, Football Association of Slovenia (Ljubljana, Slovenia)

Academic Qualifications
• Bachelor of Science in Economics (University of Ljubljana, Faculty of Economics)

Languages
• Slovene (native), English, German, Croatian/Serban

Other:
• 1981 – 1991 Youth football player
• 1991 – 1996 Amateur football player (in several Slovenian clubs)
• 1998 FIFA Futuro II Education Course, FIFA
• 2000 Coaching diploma UEFA B
• 2015 – 2017 UEFA Match Officer/Delegate, UEFA
• 2007 – 2017 Member of UEFA Club Licensing Committee, UEFA
• 2013 – 2017 Member of Council for Sport, Government of the Republic of Slovenia