



mesgo

EXECUTIVE MASTER IN
SPORT GOVERNANCE

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.

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.



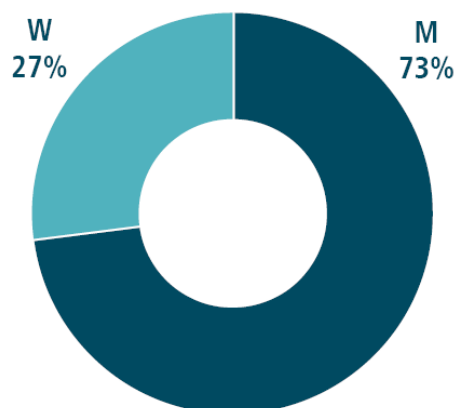
Exploit the dynamics

"Do it with passion or not at all"

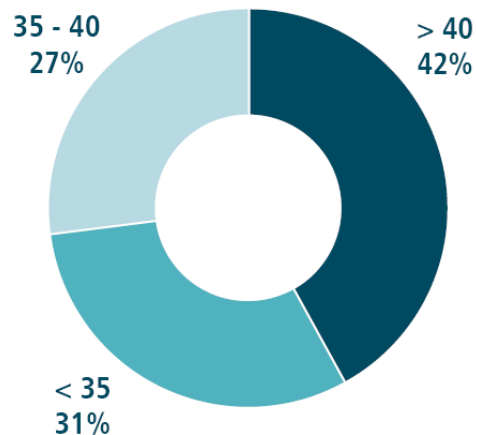
Accompany the sport's evolution, exploit the boiling energy and passion within the sport's industry and adopt a solution-driven attitude.

5TH EDITION STATISTICS

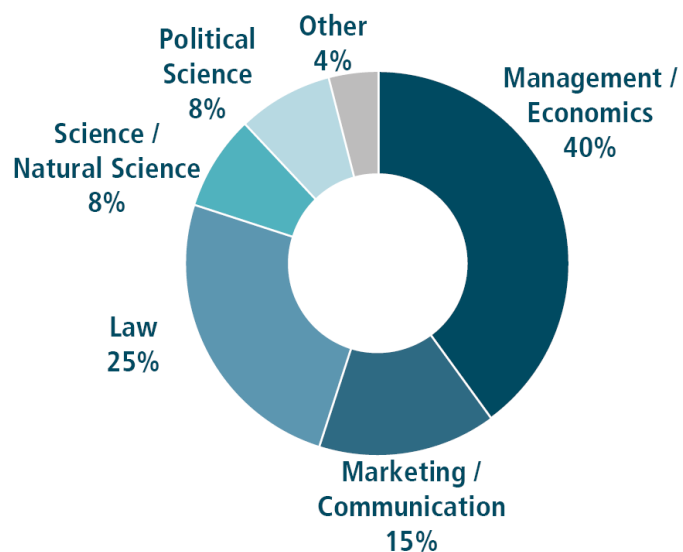
GENDER



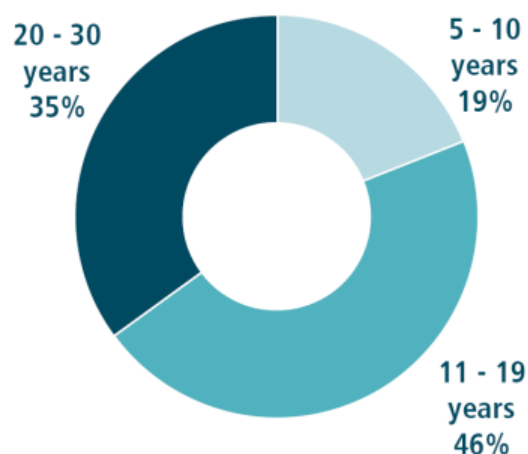
AGE



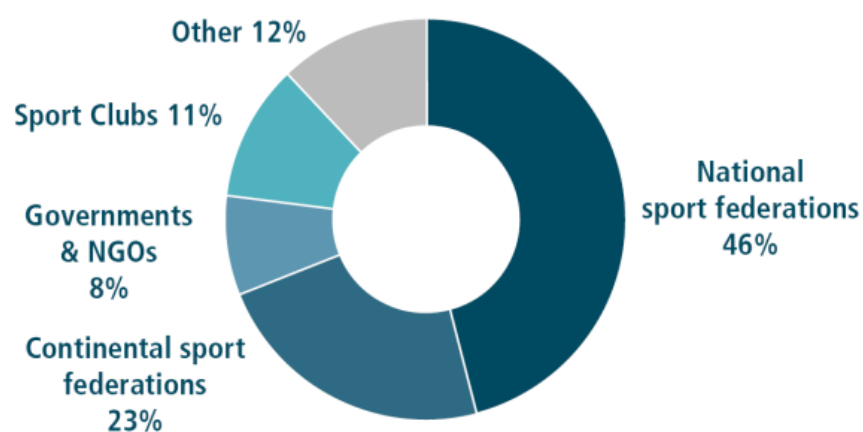
ACADEMIC BACKGROUND



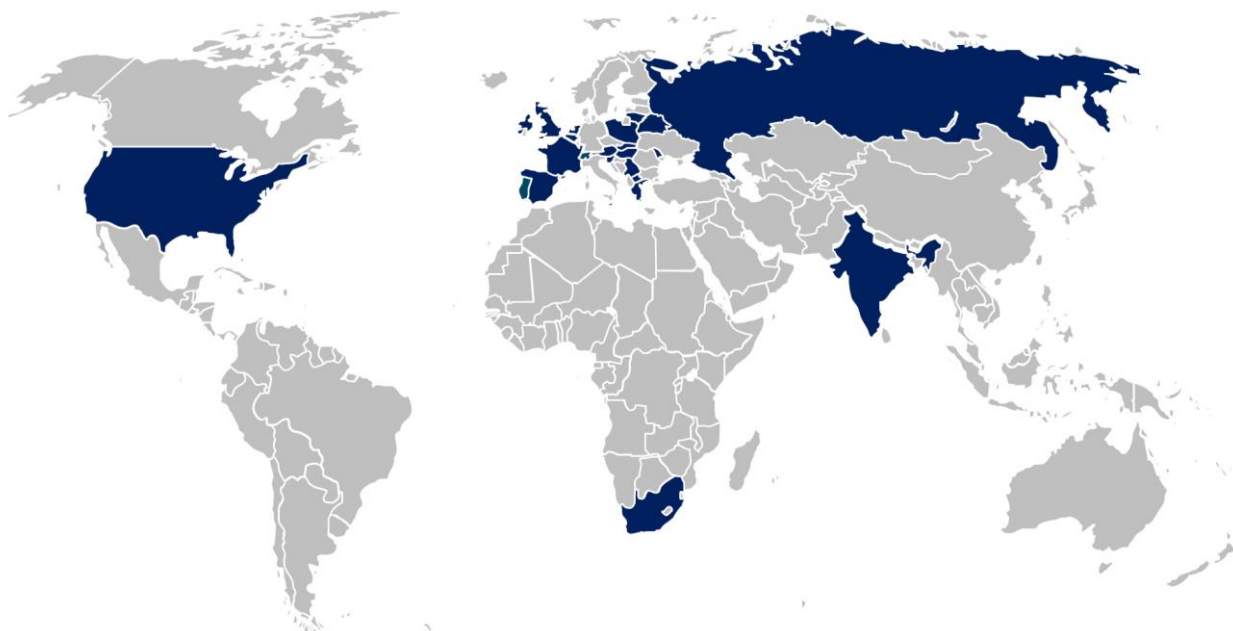
PROFESSIONAL EXPERIENCE




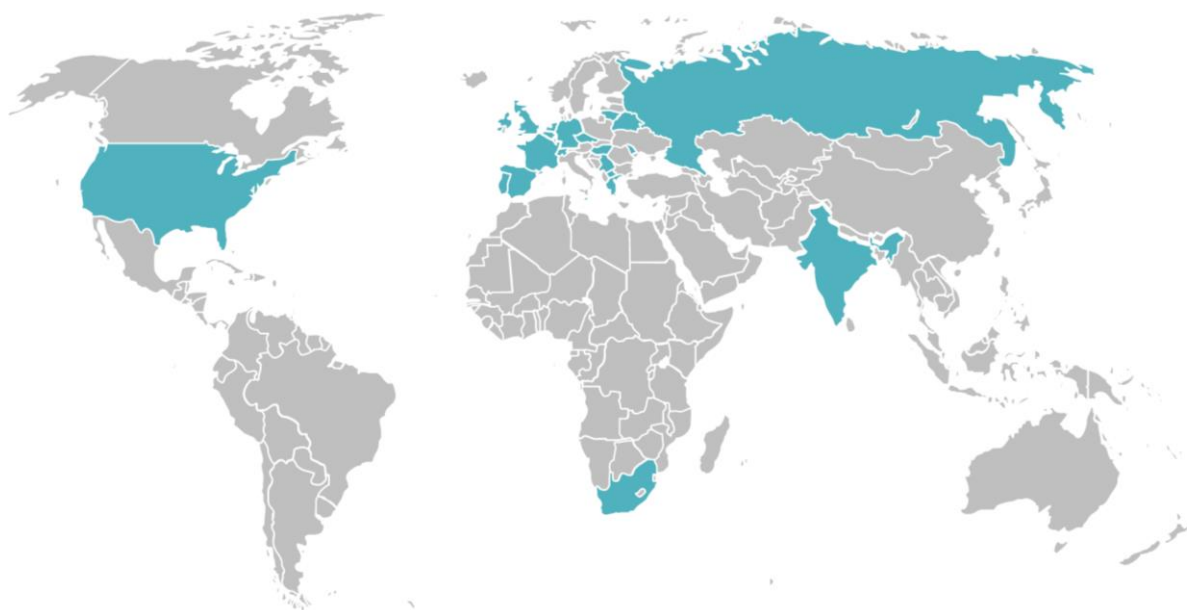
INSTITUTIONS REPRESENTED




The participants of MESGO V edition represent **23 different nationalities** and are based in **21 different countries**.



 Participants' countries of origin



 Participants' countries of work

**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, ЦОБ)
- 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
1974

Hungarian Football Federation – Hungary
Competition Director



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**

French
1989

National Rugby League – France
Play Offs Manager



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

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

Yashwanth
Rao
BIYYALA

Indian
1988

Baseline Ventures India - India
Director – Athlete & Franchise



BASELINE



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

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)

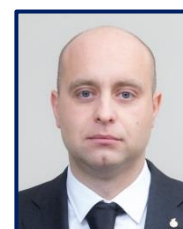
Sport

- 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

French
1972

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

Netherlands
1983

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 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 Petersburg 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 Petersburg 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, Concacaf (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

**Football Association of Moldova– Moldova
President**



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

**British Bobsleigh and Skeleton Association –
United Kingdom
Chairman**



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

Rea
WALSHE

Irish
1981

Football Association of Ireland – Ireland
Interim Chief Executive Officer



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

Lisa
WIEDERER

Austrian
1988

EHF Marketing GmbH - Austria
Project Leader VELUX EHF FINAL4



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

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/Serbian

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

With the support of:



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