



INTERNATIONAL
CENTRE FOR
SPORTS STUDIES



by CIES Education

CLASS PROFILE 24th EDITION, 2023-2024

INTERNATIONAL MASTER

IN MANAGEMENT, LAW AND HUMANITIES OF SPORT



In partnership with



SDA Bocconi
School of Management

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Université de Neuchâtel



INTERNATIONAL
CENTRE FOR
SPORTS STUDIES

There are plenty of opportunities to get to know our graduate students better:

- Visit the CIES website, www.cies.ch, especially the EDUCATION section.
- Attend our FIFA Master Conference in Neuchâtel, held every July, where the Graduates present their final research projects to numerous guests from the sports industry.
- Speak first hand to the Graduates by getting involved as a guest speaker or final project advisor.

For more information contact:

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Head of Marketing & Development

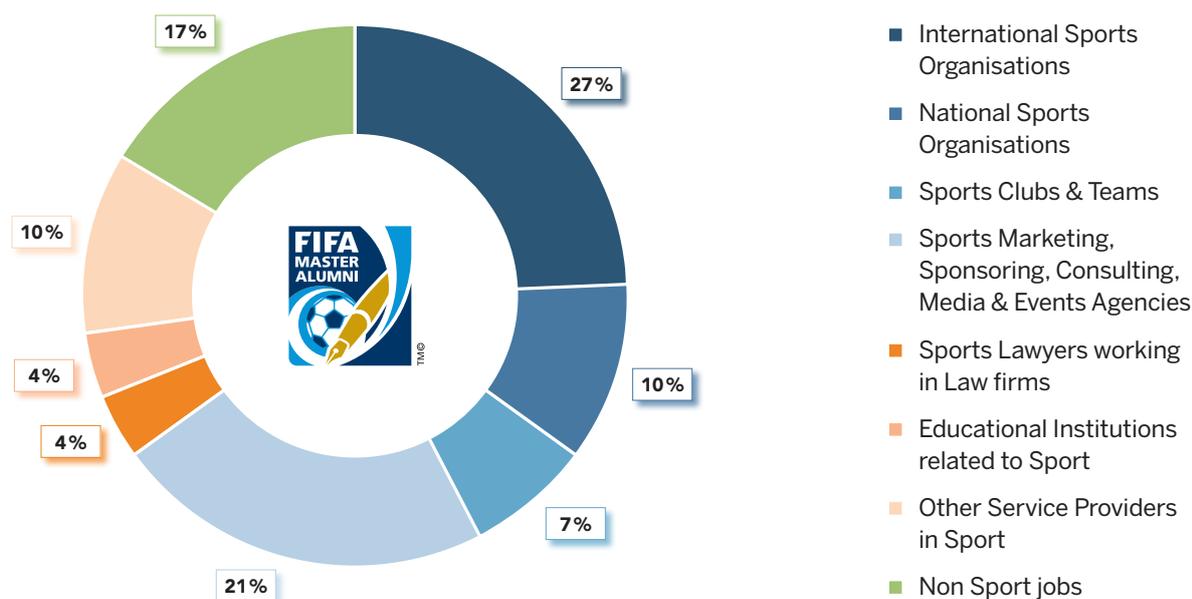
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by CIES Education

About 90% of our 600+ course alumni are working in various sports positions around the world



- **Other Service Providers in Sport** includes scouting agencies, sporting goods companies, local sports organizing committees, governmental institutions related to sport, NGOs related to sport, other sports related services (betting, statistics, data, etc.).
- **Non Sport jobs** covers Alumni now working in public and private sector positions not related to sport.

FIFA MASTER ALUMNI EMPLOYER'S LIST ACCORDING TO CATEGORIES

International Sports Organisations

- AFC – Asian Football Confederation, Malaysia
- CAF – Confédération Africaine de Football, Egypt
- CFU – Caribbean Football Union, Jamaica
- CONCACAF – Confederation of North, Central America and Caribbean Association Football, USA
- CONIFA – Confederation of Independent Football Associations, United Kingdom
- CONMEBOL – South American Football Confederation, Brazil
- CAS – Court of Arbitration for Sport, Switzerland
- ECA – European Club Association, Switzerland
- EPCR – European Professional Club Rugby, Switzerland
- European Leagues, Switzerland
- FEI – Fédération Équestre Internationale, Switzerland
- FIFA – Fédération Internationale de Football Association, Switzerland
- FIG – Fédération Internationale de Gymnastique, Switzerland
- FIM – Federation Internationale de Motocyclisme, Switzerland
- FIVB – International Volleyball Federation, Switzerland
- FIFPRO – International Federation of Professional Footballers, The Netherlands
- IBU – International Biathlon Union, Austria
- ICC – International Cricket Council, United Arab Emirates
- IIHF – International Ice Hockey Federation, Switzerland
- IOC – International Olympic Committee, Switzerland
- IPC – International Paralympic Committee, Germany
- ITA – International Testing Agency, Switzerland
- LPGA – Ladies Professional Golf Association, South Korea
- OFC – Oceania Football Confederation, New Zealand
- NBA – National Basketball Association, Brazil & United Kingdom
- UCI – Union Cycliste Internationale, Switzerland
- UEFA – Union of European Football Associations, Switzerland
- UWW – United World Wrestling, Switzerland
- Volleyball World, Switzerland
- WADA – World Anti-Doping Agency, Switzerland

National Sports Organisations

- AIFF – All India Football Federation, India
- AJF – Azerbaijan Judo Federation, Azerbaijan
- ASF – Association Suisse de Football, Switzerland
- BBF – Bulgarian Basketball Federation, Bulgaria
- Bhutan National Women's Football Team, Kingdom of Bhutan

- British Orienteering, United Kingdom
- British Triathlon Federation, United Kingdom
- CBF – Confederação Brasileira de Futebol, Brazil
- CFA – Chinese Football Association, China
- CFA – Cyprus Football Association, Cyprus
- CSO – Cyprus Sports Organisation, Cyprus
- CSA – The Canadian Soccer Association, Canada
- DFL – Deutsche Fußball Liga, Germany
- EASL – East Asia Super League, Hong Kong, China
- FAM – Football Association of Malawi, Malawi
- FENAFUTH – Federación de Fútbol de Honduras, Honduras
- FERWAFU – Fédération Rwandaise de Football Amateur, Rwanda
- FES – Federacao de Futebol do Espirito Santo, Brazil
- FIGC – Federazione Italiana Giuoco Calcio, Italy
- FAS – Football Association of Singapore, Singapore
- FFT – Fédération Française de Tennis, France
- FPF – Federação Portuguesa de Futebol, Portugal
- Football Australia, Australia
- Football Kenya Federation, Kenya
- Georgian Football Federation, Georgia
- German Pétanque Association e.V., Germany
- GFA – Grenada Football Association, Grenada
- IEF – Iran Wushu Federation, Islamic Republic of Iran
- ISL – Indian Super League, India
- JFA – Japanese Football Association, Japan
- J.LEAGUE – Japan Professional Football League, Japan
- KFA – Korea Football Association, South Korea
- LigaPro Ecuador, Ecuador
- MFF – Mongolian Football Federation, Mongolia
- NBPA – National Basketball Players Association, USA
- NBA – National Basketball Association, Brazil & United Kingdom
- NFA – Namibia Football Association, Namibia
- Norges Fotballforbund, Norway
- NZR – New Zealand Rugby, New Zealand
- PFA – Palestine Football Association, Palestine
- PZPN – Polish Football Association, Poland
- PFF – Philippine Football Federation, Philippines
- PSSI – Indonesian Football Association, Indonesia
- Qatar Stars League, Qatar
- SAFA – South African Football Association, South Africa
- SAFF – Saudi Arabian Football Federation, Saudi Arabia
- Selecciones Nacionales FEDEFUTBOL, Costa Rica
- Sudamérica Rugby, Uruguay



AIRES, Felipe • Brazilian, 33 • felipe.aires@fifama.org • Portuguese, English, French (G), Spanish (G), Italian (B)

Bachelor of Communication and Multimedia, Pontifical Catholic University of São Paulo, Brazil. Master in Business Management, University of São Paulo, Brazil. FGV/FIFA/CIES Executive Programme in Sports Management, Brazil. Specialization in Football Management, CBF Academy, Brazil. Specialization in Growth Hacking, Gama Academy, Brazil. Former basketball player. 10+ years sports industry experience.

- **Digital Specialist, Red Bull Bragantino, Brazil:** • Marketing, branding, digital transformation and data integration
- **Marketing Operations, Fully (Prudential), Brazil:** • Responsible for Vitality’s marketing operations
- **Account Manager Americas, FIBA, Brazil:** • Media and communications support connecting FIBA with national teams of the Americas
- **Digital Marketing Coordinator, Pèrimètre, Canada:** • Digital channel coordination and strategy.



ALVAREZ, Irving • American/Mexican, 31 • irving.alvarez@fifama.org • English, Spanish

Bachelor of Science in Recreation and Sport Management, Florida International University of Miami, USA. 5+ years sports industry experience.

- **Data Compliance Operator, Major League Baseball, USA:** • Managed storage and handling of data ensuring compliance with MLB regulations
- **Responsible for detailing violations by club staff or players**
- **Miami Heat, USA:** • Digital support for guests visiting Kaseya Center
- **Bilingual Operations, Lyft, USA:** • Involved in product development and analyzing market trends
- **Guided prospective drivers to finalize their applications and onboarding them to the platform**
- **Ticket Operations Manager, Nashville Sounds, USA:** • Created and managed ticketed sporting, musical or special events
- **Prepared and presented periodic reports to the club’s VP’s, GM and CEO.**



BLACK, Philip • Chilean/British, 27 • philip.black@fifama.org • English, Spanish, Portuguese (B)

BSc, Sports Management and BA Marketing, Ohio University, USA. 6 years sports partnership and events experience in the Americas.

- **Strategic Partnerships, TGI Sport, USA:** • Oversaw branding and commercial delivery for events/teams in North America, including Concacaf Gold Cup and Champions League (2020-2023), Liga MX and Inter Miami CF
- **Partnership Marketing, Concacaf:** • Responsible for delivering partner assets at Gold Cup 2019 and Concacaf U15
- **Assisted in expansion of Confederation’s football for social change programme, the Next Play Cup**
- **Sales, Columbus Crew SC:** • Increased attendance through community focused marketing and amplified involvement of Hispanic communities
- **Events Intern, US Soccer Federation:** • Field Operations including scheduling, logistics and livestream production.



CAO, Zhipeng, Anthony • Chinese, 27 • zhipeng.cao@fifama.org • Chinese, English, Spanish (B)

Bachelor of Arts in English (International Journalism), Tianjin Foreign Studies University, China. 5 years football and event industry experience.

- **Match Operations Coordinator, Chinese Football Association Professional Leagues, China:** • Competition operations, commercial rights delivery, event logistics, safety and security management of the leagues
- **LOC International Relations Manager, China:** • Key contact point with AFC on the overall preparation of the AFC Asian Cup China 2023
- **Interpreter, Tianjin Football Association, China:** • Interpreter for the youth football selection, national champion of “Elite Cup 2019” of China Football Development Foundation
- **Sports Journalist Intern, Jiemian News, China:** • Completed interviews and articles on the commercial aspects of sport.



CHANG, Donghwun, Dominique • South Korean, 34 • dominique.chang@fifama.org • English, Korean, Japanese, Chinese, French (G)

Bachelor of Business Management (Sports), University of Queensland, Australia. Certificate in “Football Law”, LawInSport, UK. FIFA Licensed Agent. 12 years sports industry experience. 3 years as ROKAF 1st Lieutenant.

- **Director of International Department, Ji-sung Park Youth Football Tournament, Korea:** • Invited and managed eight overseas-teams
- **Head Coach Secretary, Chongqing FC (Chinese Super League):** • Assisted Head Coach in team-management, enhanced communication with club/government/media
- **Chief Consultant, C&TSS Consultancy, Korea:** • Intermediary for nineteen international professional player/coach contracts and disputes
- **Issued footballer-NFT in China**
- **Youth Development & International Affairs Advisor, Chongqing FA, China:** • Organized six international charity events
- **Protocol of HRH Princess ROYAL, PyeongChang2018 Olympics.**



CURULLI, Christopher • Australian, 23 • chris.curulli@fifama.org • English

Bachelor of Sports Media (Journalism), Charles Sturt University, Australia - Undergraduate University Medal recipient. 9+ years experience in sports media production, management and football administration.

- **Digital Content Producer, Football Australia:** • Attended and covered FIFA Women’s World Cup Australia & New Zealand 2023™, FIFA World Cup Qatar 2022™, AFC U23 Asian Cup Uzbekistan 2022™ (Team Media Officer), Tokyo 2020™ Olympic Men’s Football Tournament
- **Commentator, Broadcaster and Reporter, Football NSW:** • Play-by-play live commentary and in-depth reporting on NPL NSW competitions (2018-2023)
- **Media and Communications Manager, Manly United FC:** • Executed club content strategy, production and media/public relations management
- **Freelance Sports Journalist:** • Wrote for various outlets sharing compelling stories from local to international sport (2015-2019).



RANGEL, Yair • Mexican, 25 • yair.rangel@fifama.org • Spanish, English, French (G)

Bachelor in Communications and Sports Journalism, Panamerican University Guadalajara, one year abroad at the University of Barcelona and the Business School Lyon 3A. 5 years experience in media and sports events.

- **Media Operations Team Leader, FIFA Men's World Cup, Qatar:** • Successfully delivered eight matches at Education City Stadium, leading media operations on the pitch, assisting 150+ photographers per match
- **Content Producer, Exatlon & Survivor Mexico, Acun Medya, Dominican Republic:** • Created content for 150+ episodes, interviewing contestants and analyzing the competition
- **Sports Journalist, TV Azteca, México:** • Covered professional football, basketball and baseball in Guadalajara
- **Media Operations Volunteer, FIFA Arab Cup, Qatar:** • Delivered five matches at Education City Stadium.



DELSAUT, Chiara • Belgian/Swiss, 22 • chiara.delsaut@fifama.org • English, French, Dutch, Spanish

BSc (Honours) in Sport and Exercise Medical Sciences, University of Exeter, UK. Dissertation "Is menstrual cycle phase associated with the incidence of injury in university-level female footballers?".

- **Menstruation and Performance Coach, Club Bruges, Belgium:** • Monitored and optimized players' sports performances and menstrual cycles while reducing injury risks • Lectured and educated players and staff • Attendance and participation at ECA conferences
- **Football Flanders, Belgium:** • Presented at conference promoting women's football
- **Football Player:** • Belgium (2nd division), UK (BUCS tier 1), Switzerland (3rd division)
- **Football Internship, Whibley Sports, Switzerland:** • Assisted in the organisation, filming and marketing of youth football events
- **Assistant Football Coach, Switzerland:** • Coached children aged 5-18.



ELGHOROUR, Rasha • Libyan, 31 • rasha.elghorour@fifama.org • Arabic, English, French (G), Italian (B), German (B)

MSc in Sports Management, Niagara University, U.S.A. Diploma degree in Sports Management, Leipzig University, Leipzig, Germany. 6 years experience in sports administration, team management and organization of sports events.

- **Director of Operations, FC Buffalo, New York, USA:** • Responsible for registering players • Game day organization and personnel guidance • Travel logistics
- **Football Player/Coach:** • Captain of Libyan Women's National Team • CAF "C" Coaching Diploma
- **Director of the President's Office, Libyan Football Federation:** • Prepared agendas for Board Member meetings under General Secretary supervision • Worked with the General Secretary to accomplish administrative tasks • Provided assistance to the Women's football committee • Participated at Symposium du Football Féminin de la CAF 2018.



FINN, Edith • Irish, 25 • edith.finn@fifama.org • English, French (B)

Bachelor of International Law (exchange at the Université de Montréal, Canada), University College Cork. MSc Government and Politics, University College Cork. 6 years legal and sports industry experience.

- **Golf Operations Assistant at three times host of the Irish Open - Fota Island Golf Club, Ireland:** • Oversaw the running of one of Ireland's leading championship golf courses
- **Legal Assistant, UCC Sports Law Clinic, University College Cork:** • Conducted legal research on behalf of local and national sporting organisations
- **Chairperson, Free Legal Advice Society (FLAC), University College Cork:** • Responsible for the running of the society and its engagement with members, clients and volunteers
- **Events Volunteer:** • Examples include Ironman Triathlon Group and Special Olympics, Ireland.



GALLEGO, Pablo • American/Colombian, 28 • pablo.gallego@fifama.org • English, Spanish

Bachelor of International Business, Universidad EAFIT, Colombia. FIFA/CIES International Programme in Sports Management, first edition in Colombia. 5+ years experience in sports software support and client management.

- **Football Member Association Officer, Genius Sports, Colombia:** • Facilitated support and implementation of FIFA Connect and CMS platforms for FIFA Member Associations • Trained over 40 Member Associations in English and Spanish, online and in-person
- **NCAA Customer Support Operator, Genius Sports, Colombia:** • Provided technical support of all five NCAA LiveStats application software to NCAA institutions • Developed standard operating procedure documentation for the NCAA support team
- **Match Host and Content Creator, UnToque, Colombia:** • Created video and photographic content for social media • Facilitated amateur football community building initiatives.



GIORGETTI, Ludovica • Italian, 34 • ludovica.giorgetti@fifama.org • Italian, English, French (B)

Advanced Diploma in International Health, Safety and Risk Management, Oxford Brookes University, UK. Bachelor and Master's degrees in Environmental Engineering, Politecnico di Milano, Italy. 10 years automotive industry experience. 6 years experience at the Italian National Governing Body for Lacrosse.

- **Quality and HSE Manager, SICK, Italy and South-West Europe:** • Full governance of Quality and HSE Management Systems • Corporate Internal Auditor
- **HSE Engineer, ABB, Italy:** • Development of HSE culture through innovative projects, tools and apps
- **General Secretary and Vice President, Italian Lacrosse Federation:** • Head of Operations for Lacrosse competitions and development
- **Team Manager for Italian Men's Lacrosse National Team • Player for Italian Women's Lacrosse National Team:** • 2022 and 2017 World Championships.



GUILGOT, Lucie • French, 23 • lucie.guilgot@fifama.org • French, English, Spanish (G), Portuguese (B), German (B)

BSc (Econ) in International Relations and Politics, Cardiff University, UK, with semesters abroad at San Francisco State University, USA, and Universidad de Navarra, Spain.

- **FIFA Digital Skills Programme Coordinator, FIFA:** • Hosted and Moderated masterclasses on the digital revolution, bringing together FIFA's member associations
- **Club Services Intern, United Soccer League:** • Collaborated in redesigning monthly broadcast reports on viewership and ratings for 38 professional clubs • Collected and analyzed clubs' ticket and corporate sales income data to support their revenue generation strategy
- **Social and Culture Associate, TikTok:** • Contributed to TikTok's sponsorship of UEFA EURO 2020 through strategic planning, overseeing social creative content, and interpreting key audience metrics.

**HESSELINK, Cassandra** • Canadian, 25 • cassandra.hesselink@fifama.org • English, French (G), Spanish (B), Italian (B)

Bachelor of Sport Management (Honours), Brock University, St. Catharines, Canada.

- **FIFA Women's World Cup Accreditation Volunteer, Australia:** • Validated data to ensure all players, stakeholders, staff and volunteers received correct accreditation • **Marketing & Communications Intern, Canadian Elite Basketball League, Head Office, Canada:** • Supported the Director of Brand & Marketing in all marketing, communications, reporting, & research oriented tasks
- **Lawn Care Technician & Sales Management Team, Weed Man Canada:** • Tracked individual product/programme sales totals to achieve weekly sales goals • **Canada Games Wrestling Trials Volunteer • Social Media Coordinator, Masters Indigenous Games, Canada • Habitat for Humanity Volunteer, South Carolina, USA.**

**HUSSAIN, Syed Asif** • Bangladeshi, 28 • asif.hussain@fifama.org • Bangla, English, Hindi (G).

BSc in Economics with Finance (minor), North South University. Over 5 years of regional experience in organizing all South Asian competitions. Regional Association governance & administrative experience with crisis management expertise.

- **Competition Manager – South Asian Football Federation:** • Responsible for competition planning and execution, budgeting, registration (CMS), preparing competition regulations, competition calendar, reports • **FIFA Communication and PR Representative - FIFA World Cup Trophy Tour in Bangladesh, 2022:** • Country focal point to risk assess, mobilize, engage variety of stakeholders and organize media briefings for FIFA • **Venue Competition Manager, FIFA U-17 Women's World Cup, India, 2022:** • Worked with venue, competitions, team services, medical, referees, anti-doping and pitch management to ensure competition area readiness.

**GUO, Jian, Francesco** • Chinese, 35 • guo.jian@fifama.org • Chinese, Italian, English

Bachelor of Science in Communication, University of Siena, Italy. 8 years experience in professional football and youth sectors.

- **General Manager, Guizhou Hengfeng FC, 2019-2021:** • Seasonal goal setting and decision making • Marketing strategy and sponsorship • Responsible for transfers and sporting contract negotiation. • Won 3rd place in Chinese League One in 2019 • **Translator for Fabio Capello Coaching Team, Jiangsu Suning FC, 2017-2018:** • Language support for Italian coaches life and technical activities
- **Coaching and Event Coordinator, Inter-Academy Shanghai, 2015-2016:** • Provided language support for Italian coaches life and technical activities • Intermediary and preparation support for event and business meetings.

**KHANNA, Arjun** • Indian, 26 • arjun.khanna@fifama.org • English, Hindi; French (B)

Bachelor of Law (LLB) at the University of Mumbai. Diploma Certificate in Sports Law from Gandhinagar National Law University, India. 6 years legal experience.

- **Legal Intern, IMG-Reliance, Mumbai:** • Introduction to international sports law • Researched on FIFA, AFC and FA regulations for improving legal governance of the ISL • Reported and summarized FA Regulatory Commission misconduct proceedings against participants • **Legal Intern, LekhsLegal, Mumbai:** • Assisted in drafting franchise agreements and player contracts for an international cricket league • **Lawyer, IndusLaw, Mumbai:** • Policy advocacy with governments for a central law on online gaming • Advised fantasy sports and online gaming operators on Indian regulations • Advised a Web3 gaming guild and drafted game partnership, marketing and esports agreements.

**OAIKEN, Lucas** • Canadian/Brazilian, 39 • lucas.oaigen@fifama.org • English, Portuguese, Spanish (B)

MBA, Project Management – FGV, Brazil. FIFA/CIES International Programme in Sports Management, Brazil. 20+ years of IT experience, distinguished for leadership in business and people management.

- **Senior Program Manager, Yelp, USA:** • Led key product enhancements, fostering collaboration, ensuring alignment with organizational goals • **President/Founder, Footvolley Canada:** • Initiated the establishment of the National Association of Footvolley • Produced 5-year strategy, nurturing key partnerships • **Director, Global Technology, Scotiabank, CA:** • Managed a portfolio of 70+ applications and led a team of 40+ across multiple countries pioneering technology solutions • **Business Manager, Stefanini, BR:** • Awarded "Best Sales Performance 2011", doubled the business unit's revenue in the first year, and played a pivotal role in refining sales strategies.

**LODUCCA SIVIERI, Beatriz** • Brazilian/Italian, 31 • beatriz.loducca@fifama.org • English, Portuguese, Spanish (G), Italian (G)

Bachelor of Science (Hons) in Business Management and Media, Indiana Purdue University (USA). FGV/FIFA/CIES International Programme in Sports Management. Dissertation on "THE FUTURE IS FEMALE: Ways to Develop Women's Football in Brazil". 8 years of experience with sports organizations.

- **Head Consultant, Outfield Inc, Brazil:** • Managed sponsorship, media and business strategy for sports organizations such as clubs, federations and companies including New Balance and Red Bull • **Media Coordinator, Rio 2016 Olympic Games, Brazil:** • Media operations at Maracanã Stadium • **Intern, Nelligan Sports Marketing, USA:** • Marketing and sponsorship development • **Prague Raptors, Czech Republic:** • Semi-professional football player.

**LÓPEZ YRIGOYEN, Paola** • Mexican, 29 • paola.yrigoyen@fifama.org • Spanish, English, French (B)

Bachelor in Political Science, ITAM, Mexico. 5 years experience as a professional football player. 6 years sports media, research and consultancy experience. Football Mexican Federation (FMF) certified Manager. Activist.

- **Professional Football Player:** • FIFA U-17 World Cup, Trinidad and Tobago 2010 • U-20 • Senior team • Liga MX Femenil (26 goals)
- **Researcher and Consultant:** • Head Women's Football Researcher for Football Manager videogame (Sports Interactive) • Collaborations with NGO's, FMF, academics, government organizations • **Sports Media:** • Columnist (Milenio, Cancha, Esto, Grada Newspapers)
- Editorial Director, Film Director, presenter of digital content, podcaster, (Apuntes de Rabona) • Sports Commentator during the Sud Ladies U-20 2022 Cup (Hi-Sports) • **1st law-initiative for Mexican athletes' equal minimum wage based on gender.**



CALLEB, Teresa Ouko • Kenyan, 35 • teresa.ouko@fifama.org • English, Swahili, French (B)

Bachelor of Arts in Communication, St. Paul's University, Nairobi. 9 years sports management, communications and advocacy of athletes' rights experience.

- **Board Member, FIFPRO Africa:** • Women's Competitions Assessor • Advocate for women's football rights in collaboration with other stakeholders
- **Member of Confederation of African Football (CAF) Organizing Committee for Women's Football:** • Acted as a link between FIFPRO and CAF on women's football matters
- **Communications Manager, Kenya Footballers Welfare Association:** • Responsible for concept development aimed at furthering the Advocacy and Communication Strategy
- **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Sport for Development, Nairobi, Kenya:** • Produced stories with a focus on projects and Partners in 2017
- **Football:** • Former Kenya women's national team player.



POLGRYMAS, Guilherme • Brazilian/Lithuanian, 25 • guilherme.polgrymas@fifama.org • English, Spanish, Portuguese, French (G), Chinese (B)

Bachelor of Civil Engineering, Maua Institute of Technology, Brazil. Sport, entertainment and event operations experience.

- **Accreditation/Access Management Coordinator, FIFA World Cup 2022:** • Planned and implemented the access control concept to all Supreme Committee designated venues and coordinated operations at the FIFA Fan Festival
- **Accreditation/Access Management Coordinator, Brazilian Confederation of Football (CBF):** • Coordinated operations at CBF's all national championships
- **Accreditation/Access Management Analyst, CONMEBOL Copa America:** • Planned and delivered accreditation operations at the Maracana and Nilton Santos
- **FIFA Ruwaad Pioneer Volunteer, FIFA:** • Assisted with recruitment of FIFA World Cup Volunteers
- **Media Operations Volunteer, FIFA Arab Cup:** • Led all volunteers on pitch, media tribune and media centre operations.



SA, Linuasha, Pan • Chinese, 31 • pan.sa@fifama.org • English, Chinese

Bachelor of Arts in Sports Journalism, Shanghai University of Sport, China. 3 years public relations experience and 4 years in marketing consulting for sports brands.

- **Planning Freelancer, Integrated Marketing Communication, China:** • Responsible for brand positioning and marketing strategy mainly for sports brands including campaigns, product launch and sports events from online to offline
- **MKT Consultant, DeVries Global | Interpublic Group, Shanghai:** • Digital marketing strategy and execution management for brands, ranging from social always-on, SEO to EC livestreaming
- **PR Executive, Edelman Worldwide, Shanghai:** • Project leadership for clients adidas and ASICS in China
- **MKT** • Media relations and influencer communication for global sports events
- **Amateur Half-Marathon Runner:** • 6 medals achieved for international half-marathons.



TOBINAGA, Takuma • Japanese, 46 • takuma.tobinaga@fifama.org • Japanese, English

Bachelor of Commerce, Waseda University, Tokyo, Japan. Sports Human Capital, Sports Management Course, Japan. 23 years senior sport business experience.

- **General Manager of Football and TV Departments, Dentsu, Japan:** • Responsible for marketing, promotion and producing entertainment content
- **Support for WE League launch (Japan's first professional women's football league)**
- **Co-founder of the only Nationwide Football TV Programme "FOOT with BRAIN" since 2011**
- **Co-founder of the Nationwide E-Sports Championship since 2019**
- Boosted the World Championships in Athletics, Judo, Table Tennis and Asian Games
- **Media Promotion support of the Japan National Team, 2002 FIFA World Cup Korea/Japan**
- **Waseda University Football Team Player (1998 National Champion)**
- **Management Coach (2012 National Champion).**



VARGHESE CHEERAN, Abi • Indian, 26 • abi.cheeran@fifama.org • English, Hindi, Spanish (B), Arabic (B)

Bachelor of Technology – Mechanical Engineering, PRIST University, India. FIFA/CIES International Programme in Sports Management, India. Project: "NFT Ticketing as a Solution for Sports Events". 3 years experience in sports marketing and project management.

- **Marketing Executive, Sportz Village, India:** • Developed and executed marketing programmes and business solutions across different sectors - Schools, Academies, CSR and Experiential Marketing
- Advised on branding, positioning and communication
- **Project Management Intern, India Khelo Football, India:** • Developed sponsorship solutions for partners
- Led the development of IKF's online merchandise store and its go-to-market strategy
- **Intern, SportsHosts, Remote (Australia):** • Assisted with development of the platform's new member acquisition strategy.



YOON, Alice • South Korean (US work permit holder), 26 • alice.yoon@fifama.org • English, Korean, Spanish (B)

Double degree in Finance and Computer Science from Emory University / Goizueta Business School. 10+ years of competitive football experience. 4 years of professional experience in US private equity.

- **Private Equity Associate – Macquarie Asset Management, New York** • Cross-functional and cross-cultural role to execute long-term real estate investment strategies (US\$545bn+ in AUM)
- Strategic partnership with 3rd largest global data center operator
- Minority stake in vertically integrated NYC multifamily platform
- US\$300m joint venture with Southern California multifamily/self-storage developer
- **President – Korean Emory Alumni Board:** • Cultivated community by hosting social events and providing career development opportunities
- Collaborated with university liaison to manage budgets and operations.

FIFA MASTER ALUMNI EMPLOYER'S LIST ACCORDING TO CATEGORIES

- Swiss Judo & Ju-Jitsu, Switzerland
- TFE – Total Football Excellence , South Africa
- TFF – Turkish Football Federation, Turkey
- USA Fencing, USA
- USANBA – National Basketball Association, Brazil
- USL – United Soccer League, USA
- USSF – U.S. Soccer Federation, USA
- World Leagues Forum, Switzerland

Sports Clubs & Teams

- Académie Génération Foot, Senegal
- Adelaide United FC, Australia
- Badgers Football Academy, South Africa
- City Football Group, USA
- CR Vasco da Gama, Brazil
- Ettifaq Saudi Club, Saudi Arabia
- FC Bayern München, Germany
- FC Dallas, USA
- Football Victoria, Australia
- Football West, Australia
- Golden Ring Promotions, Mexico
- Inter Miami CF, USA
- Kenya Academy of Sports, Kenya
- Mamelodi Sundowns FC, South Africa
- Manchester United FC, United Kingdom
- New England Revolution, USA
- New Zealand Rugby, New Zealand
- Physically Active Youth Namibia, Namibia
- Provence Rugby, France
- PTT Bluewave Chonburi Futsal, Thailand
- Rangers International FC, Nigeria
- Rowing New Zealand, New Zealand
- San Fernando Club Deportivo SAD, Spain
- Sevilla Fútbol Club SAD, Spain
- Sfera Futebol Clube, Brazil
- ŠK Slovan Bratislava, Slovakia
- Sociedade Esportiva Palmeiras, Brazil
- Sporting Kansas City, USA
- Tainan City FC, Chinese Taipei

Sports Marketing, Sponsoring, Media & Events

- Adidas, Germany, China, Germany & Peru
- AIM Sport, Switzerland
- Allianz, Germany & Switzerland
- ATP Media, United Kingdom
- BCW Sport - Burson Cohn & Wolfe - Sports Practice, Switzerland
- beIN Media Group, France
- C11 Marketing, USA
- CAA – Creative Artists Agency, USA
- Chaka2 Event Mgmt. Inc., Austria
- COBRA PUMA GOLF, Sweden
- CSM Sport & Entertainment, United Kingdom
- DAZN Group, United Kingdom
- Dentsu, Japan
- Ega Worldwide Congress & Events, Italy
- ELEVEN SPORTS, United Kingdom
- El Once Media, Argentina
- ESL FACEIT Group, Denmark & United Kingdom
- European Broadcasting Union, Switzerland
- Eurovision Services, France
- FMA – Football Marketing Asia, United Arab Emirates
- Infront Sports & Media, Italy & Switzerland
- iSportConnect, United Kingdom
- iWorkinSport, Switzerland
- LGS SportLab, Italy
- Minute Media, United Kingdom & USA
- O Street Consulting, USA
- On Location, France & Switzerland
- RISE Worldwide Limited, India
- Red Bull GmbH, Austria, Japan & New Zealand
- Samsung Sports, South Korea
- Scoop Communications, Australia
- Sela Sport Company Ltd, Saudi Arabia
- Seven Network, Australia
- Sincronia Sports & Entertainment Marketing, Ecuador
- Sky New Zealand, New Zealand
- Sponsorforce, China & Japan
- SPORTFIVE, United Kingdom
- Sport Makers, Egypt & Qatar
- Sportradar AG, Switzerland & United Kingdom
- Star TV Network, India
- TEAM Marketing AG, Switzerland
- The Adecco Group, Switzerland
- The FC, Australia
- Two Circles, Switzerland
- Tropical 7s, USA
- unigFEED AG, Switzerland
- WSC Sports, USA

Organising Committee Events & Competitions

- EURO 2024 GmbH, Germany
- Fondazione Milano Cortina 2026, Italy
- Gangwon 2024 Winter Youth Olympic Games Organizing Committee, South Korea
- Korean Olympic Committee, South Korea
- Paris 2024 – Comité d'organisation des Jeux Olympiques et Paralympiques de 2024, France
- Prague International Marathon, Czech Republic
- Solheim Cup 2026, The Netherlands

Others

- Amazon Web Services (AWS), United Kingdom
- Australian College of Physical Education, Australia
- Bank of Cyprus, Cyprus
- British Overseas School, Karachi, Pakistan
- Cartier, Switzerland
- Chiquita, Switzerland
- CIES – Centre International d'Etude du Sport, Switzerland
- City of Edmonton, Canada
- Cordée Consulting, Switzerland
- digitalswitzerland, Switzerland
- Deloitte Consulting, Italy & Switzerland
- East Tennessee State University, USA
- European University Business School, Switzerland
- Far Eastern University, Philippines
- Federate State North Rhine-Westphalia, Germany
- Ferrari, Italy
- FIFA Museum, Switzerland
- General Organization for Youth & Sports, Bahrain
- Helvetica Avocats, Switzerland
- IMG, Italy & United Kingdom
- InterSports Solutions, South Africa
- ITTF Foundation, Germany
- JP Morgan Chase & Co., Switzerland
- KPMG Switzerland, Switzerland
- LaLiga Tech, Spain
- Logitech, Switzerland
- McDonald's Europe, Switzerland
- Ministry of Youth Sports and Culture, Bahamas
- Municipality of Hilversum, The Netherlands
- O'Neill & Borges, LLC, Puerto Rico
- PA Betting Services, United Kingdom
- Probst Partner AG, Switzerland
- Saudi Tourism Development Fund, Saudi Arabia
- SIGNA Sports United, Germany
- South Australian Tourism Commission, Australia
- SPADI – Sports & Athlete Development Institute, Inc, USA
- Sport Dispute Resolution Centre of Canada, Canada
- Sport Exchange Market, Czech Republic
- SportsPass360 GmbH, Switzerland
- Saudi Stadiums EPMO, Saudi Arabia
- SportsTech Match, United Kingdom
- UBS AG, Switzerland
- University of Education, Winneba-Ghana, Ghana
- Warner Bros Discovery, United Kingdom
- Wiz-Team, Switzerland
- WolfPak, Switzerland
- Women In Sports Law – WISLaw, Switzerland
- WRC Promoter GmbH, Germany



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