



MSA
CLASS OF
2010


aists

THINKSPORT

MSA

*Master of Advanced
Studies in Sport
Administration and
Technology*

Blending scientific knowledge with real world understanding to prepare participants for a successful career as future leaders in modern sport.

MSA [noun] – a unique postgraduate education programme in sport management held annually in Lausanne, the Olympic Capital. Students are trained by academic and sport industry experts in multidisciplinary fields applied to sport.

Organized by the International Academy of Sports Science and Technology (AISTS) and supported by the following Swiss academic and technology institutions who co-sign the degree: the University of Geneva, the University of Lausanne (UNIL), the Ecole Polytechnique Fédérale de Lausanne (EPFL) and the Swiss Graduate School of Public Administration (IDHEAP), the MSA is aimed at sports-minded professionals wishing to broaden their knowledge in sport administration. Candidates are fluent in English, have an undergraduate degree, a master's degree and/or work experience, and are interested in developing or strengthening a career in sports management. MSA

participants are diverse, coming from a wide range of nationalities and professions, but they all have one common objective – **to shape the future of sport**. MSA participants tackle the subjects of **management, economics, technology, law, sociology and medicine** as they relate to sport, through lectures, case studies, conferences, personal projects and team projects, in addition to gaining real world experience through work requirements. Located in Lausanne, Switzerland, the MSA maintains strong links to the Olympic Movement, its federations, and its core values of excellence, friendship and respect.

MSA Work Experience Requirements

In addition to course requirements, candidates for the MSA degree must also complete at least the equivalent of eight weeks of full time work in the sports industry. Past participants have completed these requirements in the form of internships or by securing full time jobs with organisations such as the IOC, International Federations, sports organizations, sports marketing agencies, and sports departments.

To Contact or recruit

MSA 2010 Participants

Please contact the AISTS office:

Email: info@aists.org

Phone: +41 (0)21 693 85 93

Join us at MSA Open Houses, presentations or graduation.

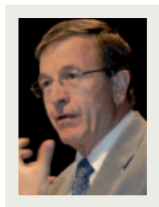
Information is available at www.aists.org.

AISTS:
**The International Academy of Sports
Science and Technology**

**A renowned centre of excellence for
education and research in sport,**

AISTS was founded in 2000 by the International Olympic Committee (IOC), the University of Geneva, the University of Lausanne, the Ecole Polytechnique Fédérale de Lausanne (EPFL), the Swiss Graduate School of Public Administration (IDHEAP), IMD Business School, the City of Lausanne, and the Canton of Vaud.

Located in Lausanne, the Olympic Capital, AISTS has a unique link to the IOC and upholds the values of the Olympic Movement while remaining a neutral platform adhering to the standards set by the Swiss label of quality. The AISTS mission is to develop and apply knowledge to the study of sport with a multidisciplinary approach, offering postgraduate and continuing education programmes, research and consulting services, and sports technology, innovation and sustainability expertise.



Since its foundation in 2000, the AISTS has proven an excellent preparation path for aspiring sports administrators. A number of AISTS students have brought their experience and fresh approach to the IOC through both internships or even a few permanent positions. The multicultural environment in which AISTS students are being trained, with 20 different nationalities making up this year's programme, is very enriching and acts as an eye-opener in the global world of sport we live in today.

The presence of the AISTS in Lausanne benefits from a wide network of sports expertise in the region, as well as solid research institutions. Equally important, the AISTS contributes to the visibility and reputation of Lausanne as the Olympic capital city and one of the leading sports capitals of the world.

As one of its founding members, the IOC is proud to partner with the AISTS in many ways: proposing research themes for students, internships or support to new projects or services such as the recent and encouraging development of the Sustainable Sport and Event Toolkit (SSET) platform.

We truly believe that the students have made an excellent choice in deciding to follow these Master studies in the vast and fascinating area of sports management. We wish the 2010 class much success and hope that the students' passion for sport will soon translate into a "dream job" for many!

Gilbert Felli

Olympic Games Executive Director

At the International Cycling Union (UCI), we strive for excellence in all our activities. We continually search for the best responses to the challenges presented to us by the National Federations concerning global development in the changing economic environment. To do this, we call on our employees to be creative and innovative in their work. This is one of the UCI's major success factors.

AISTS' graduates stand out from the rest both in terms of their passion as well as their education. They are both open and solid individuals. Their success guarantees our future and we at the UCI can rely on graduates from the AISTS as true professionals.

Jean-Pierre Strebel

Director General of the International Cycling Union (UCI)



▶ ▶ **PARTICIPANT PROFILES 2010** ◀

PARTICIPANT

PROFILES 2010



Fluent
BULGARIAN,
ENGLISH,
GERMAN,
RUSSIAN

Intermediate
MACEDONIAN,
SERBIAN

Beginner
MANDARIN

**ANDREEV ANDREY****BULGARIAN, 38 YEARS**

15 YEARS AS A TENNIS
COACH AND MANAGER
8 YEARS MANAGING
SPORTS CLUBS AND SPORTS
FACILITIES

Bachelor in Economics and
Sports Management, New
Bulgarian University, Bulgaria

Work Experience**“Tennis Connection” Tennis Club, Vienna, Austria**

- Head of Youth Programs and Tennis Camps
- Head Coach

Cross Court Tennis School, Austria & China

- Founder

ASKO Schmelz Sports Club, Austria

- Sports Director

Sino-Swiss Hotel, Beijing, China

- Recreation Manager

Cross Court Sports Consulting, Beijing, China

- Partner and Sports Consultant

Dulwich College International, Beijing, Shanghai and Suzhou, China

- Sports Clubs and Facilities Director

Sport Accomplishments

1st Place Bulgarian National Tennis Championships
(Team Competition - 1984-1986)

3rd place Doubles-Bulgarian National Tennis
Championships

Sports

Tennis, Ski, Golf, Football, Sailing, Skating

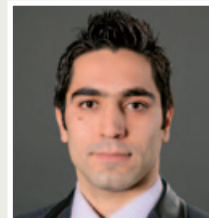
Bachelor of Physical Education
and Sport Sciences, Azad
University, Central Tehran
Branch, 2008

BADIEE
ALIASGHAR

IRANIAN, 27 YEARS

3 YEARS AS AN INVENTOR
OF SPORT EQUIPMENT

4 YEARS AS SWIMMING
COACH & WATER POLO
REFEREE



Fluent
ENGLISH,
PERSIAN
(FARSI)

Beginner
FRENCH

Work Experience

Inventor, young researchers club, Azad University

- 3 years, designing and Inventing New Sport Equipment
- Winner of silver and bronze medals in 36th international competition and exhibition of inventions

Swimming Coach, Water Polo Referee

Fitness Coach

- 3 years, Fitness Clubs in Tehran

Manager, Relaxing Island Massage

- 1 year at massage institute

Life Guard

- 5 Years, First Degree, Life Saving Federation

Sport Accomplishments

Gold, Silver and Bronze Medal in Military

Swimming Championships

Gold Medal in Military Water Polo Championships

Sports

Swimming, Water Polo (Lausanne Water Polo Team), Fitness (training and coaching), Badminton, Basketball, Handball, Volleyball



Fluent
GERMAN,
ENGLISH

Beginner
FRENCH,
ITALIAN



BAYER MANFRED

AUSTRIAN, 39 YEARS

16 YEARS WORK EXPERIENCE
IN SEVERAL DIFFERENT
AREAS; SPECIALISATION
IN SPORTS HISTORY

BA in History, University
of Vienna, Austria

Diploma in Sports Education,
Federal Academy of Sports-
University of Graz, Austria

Degree in Electrical Engineering,
Higher Technical College
"Schellinggasse-Vienna", Austria

Work Experience

**Freelance Consultant, ECON Datenverarbeitungs
GmbH, "Organisation for Data Processing,
Telecommunications and Electro-Technology", Vienna**

- Technical project management
- Negotiation, contracting and financing for Real Estate projects

**Project Assistant, Austrian Red Cross Headquarters,
Department for International Humanitarian
Assistance, Vienna**

- Volunteer Coaching
- Preparation of relief actions

**NGO Coordinator & Project Assistant, ICMPD
"International Centre for Migration Policy
Development", Vienna**

- Worked on EU-RIC projects dealing with NGO's helping Bosnian refugees
- Coordinated refugee movements in Eastern Austria
- Support with residency permits, education and integration

Electrical Engineer, Elektro Janko GesmbH, Vienna

- Led teams up to 6 as a foreman

Sports

Athletics (National Level 1983-1986),
Indoor Track-Cycling (National Level 1986-1989),
Football (Amateur Level), Skiing

Bachelor in Science of Engineering in Electronics and Communications, Tecnológico de Monterrey, MEXICO
 Postgraduate Diploma in Engineering Business Management, Warwick University, United Kingdom

CARRILLO
JUAN LUIS
MEXICAN, 35 YEARS
 12 YEARS IN
 TELECOMMUNICATIONS
 INDUSTRY



Fluent
 SPANISH,
 ENGLISH

Beginner
 FRENCH

Work Experience

Customer Sales Manager, ERICSSON, Mexico City, MEXICO

- Guarantee competitive solutions are provided to the customer, either as advisory proposals, as offers in the sales phase, or as delivered solutions as a result of a project
- Gather and evaluate customers' requirements; design and propose solutions that best fit these requirements and meet Ericsson's business strategies and goals

Offer Solution Architect, ALCATEL-LUCENT, Mexico City, MEXICO

- Interfaced with organizations involved in delivering technical and commercial elements of an offer. Primary interfaces include LWS, sales team, bid & proposals, delivery, SCN, LOB's and Multi-vendor teams

New Products and Services Manager, UNEFON, Mexico City, MEXICO

- Developed new data products and services for a Wireless Mobile company, specifically for Location Based Services (LBS), BREW and Evolution Data Only (EVDO)
- Launched Location Based Services for GPS and Cell Sector ID for mobiles devices
- Defined commercial, marketing and technical deployment project plan for all managed services

Sport Accomplishments

6 time national champion and 3 time national university champion in basketball

Sports

Basketball, Track and Field, Athletics, Running, Triathlon

PARTICIPANT

PROFILES 2010



Fluent
ENGLISH,
FRENCH
(MOTHER
TONGUE)

Intermediate
GERMAN



CHAUMAZ AURÉLIEN

FRENCH, 28 YEARS

1 YEAR AS A CONSULTANT
IN SPORTS BUSINESS

2 YEARS AS A PROJECT
MANAGER IN SPORT
PUBLISHING INDUSTRY

Master of Science
in Management, HEC, Paris
Master of Science
in International Management,
CEMS, Vienna/Paris

Work Experience

Consultant, Patrice Clerc and Associates, Paris

- Repositioned the second largest French golf tournament (sponsors, players profile, date, etc.)
- Assisted a major bank in the making of the bid to acquire the marketing rights of the French Football Team for the 2010-2014 period and definition of the marketing activation plan
- Supported French media group to optimize sales from its sports business units

Corporate Development Manager,

Bernard Julhiet Group, Paris

- Analysed acquisition opportunities: strategic due diligence and financial valuations
- Directed internal reorganization to better meet clients'

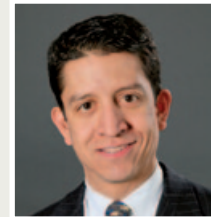
- needs: creation of a "Talent Management" division
 - Coordinated a network of corporate and academic partners in order to conduct international projects (mainly tendered offers issued by the European Union)
- #### Project Manager, Sport Media&Strategy Ltd, London
- Launched the free weekly magazine "Sport" in the London area: 12 million fundraising, product positioning, contracting with main suppliers (printing/distribution) and team recruitment
 - Developed a cross-media offer for the French version of the magazine
 - Involvement in corporate strategy especially sponsorship, diversifications and partnerships

Sports

Skiing and Running

Bachelor of Administration,
Autonomous Technological
Institute of Mexico, Mexico

DEL VALLE
CHRISTIAN
CANADIAN/MEXICAN,
34 YEARS
10 YEARS IN MARKET
RESEARCH, STRATEGIC
PLANNING AND CORPORATE
COMMUNICATIONS



Fluent
ENGLISH,
SPANISH

Intermediate
FRENCH

Work Experience

Manager Corporate Development, San Anton Resource Corporation, Ottawa, Canada

- Corporate communications including draft of press releases, preparation of corporate presentation & investor packages, trade shows coordination, and website updates
- Investor relations including liaison with investment funds and research analysts
- Financial reporting including project valuation and preparation of Annual Reports

Marketing Analyst/Project Manager, International Datacasting Corporation, Ottawa, Canada

- Satellite industry market research including competitor research, market opportunities assessment and identification of Joint Venture partner(s)

- Preparation of market reports and business plans
- Management of government-funded investment viability study projects in Latin America, Czech Republic, China and Thailand

Market Research Analyst, Select-IDC, Mexico City, Mexico

- Market research, analysis and forecast of the Information Technology (IT) Services sector in Mexico
- Participated in several consulting projects
- Presentation of market research results to industry-related audiences

Sports

Running (7 marathons), Triathlon (Ironman Switzerland 2007), Cross Country Skiing, and Snowshoeing, Baseball



Fluent
PORTUGUESE,
ITALIAN,
ENGLISH,
FRENCH

Intermediate
SPANISH

Beginner
DUTCH



DI NAPOLI

BRUNA

**BRAZILIAN & ITALIAN,
25 YEARS**

TENNIS COACHING, TEAM
MANAGING AND REFEREE/
SCORE KEEPING
FOR VARIOUS SPORTS

Bachelor in Mechanical
Engineering with French,
Nottingham University, UK
Master of Science in Advanced
Materials, University of Surrey, UK

Work Experience

Referee, score keeper and court side helper, American School of The Hague, The Netherlands

- Responsible for organizing tennis tournaments and various sport games
- Ensured smooth operations throughout the games: from refereeing to score keeping and equipment organization

Tennis coach, European Space Agency and American School of The Hague, The Netherlands

- Coached tennis to children and teenagers: from 5 to 18 years old

Hall shop manager, University of Nottingham Newark Hall, UK

- Led all aspects of student grocery shop: from buying the goods to working as a cashier
- Managed staff salaries and working hours
- Placed advertisements
- Executed clients' needs

Sports

Tennis (Italian national league), Volleyball (university level), Soccer, Table tennis, Track & Field, Skating (ice & in-line), Skiing, Baseball

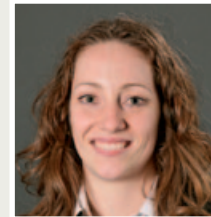
Bachelor of Business
Administration, University
of Toronto, Canada

EVERSHED

DEVON

CANADIAN, 25 YEARS

2 YEARS AS COACH IN ICE
HOCKEY 1 YEAR MANAGER
IN ATHLETICS 3 YEARS AS
MANAGER IN RETAIL SALES
INDUSTRY



Fluent
ENGLISH

Intermediate
FRENCH

Work Experience

**Recreation Services & Communications Assistant,
Department of Athletics & Recreation-University
of Toronto Scarborough, Toronto, Ontario, Canada**

- Managed the scheduling, hiring, training and development of the front line staff
- Created and updated promotional material for department including information guides, LCD screens and pamphlets
- Reconciled financial transactions and submitted bi-weekly deposits

**Women's and Men's Ice Hockey Coach, Department
of Athletics & Recreation-University of Toronto
Scarborough, Toronto, Ontario, Canada**

- Evaluated players, planned and executed practices

- Managed player relations, team finances, transportation and schedules for teams

**Store Manager, Le Chateau, Mississauga,
Ontario, Canada**

- Trained and coached staff to help them meet high customer service and sales standards
- Analyzed store's sales targets and budgets to maximize employee productivity and store revenue
- Managed control of inventory

Sport Accomplishments

University of Toronto Department of Athletics
and Recreation Hockey Hall of Fame (2008)

Sports

Ice Hockey, running

PARTICIPANT

PROFILES 2010



Fluent
ENGLISH,
AFRIKAANS

Beginner
FRENCH,
ZULU



FENDICK MATTHEW

SOUTH AFRICAN, 27 YEARS

5 YEARS IN THE FINANCE
INDUSTRY 6 MONTHS IN
THE HOSPITALITY INDUSTRY
RUGBY COACH

Bachelor of Commerce (Financial
Accounting), Stellenbosch
University, South Africa

Work Experience

JPMORGAN Asset Management, London,
02/07 - 12/09 RFP Writer - Far East & Emerging
Markets Team Investment Management Certificate
(IMC) - CFA UK

- Responsible for producing high quality, customised and timely documents for the investment, sales and marketing teams.
- Communicate investment process and product range clearly and accurately - viewed as 'go to' person on product issues by colleagues.

JPMORGAN Asset Management, London,
06/05 - 02/07 - Client Reporting Analyst

- Responsible for end-to-end client reporting, producing

daily, weekly, monthly and quarterly reports within strict deadlines.

- Responsible for resolving requests and queries
- Chiefly involved in the development and maintenance of Emerging Market booklets.

Fleming Family and Partners, London,
05/04 - 12/04 - Client Portfolio Administrator

- Corporate Finance Department - undertook administrative and PA role for road show to US/Canada, Zurich, London.
- Trusts Department - administration of individual Client Portfolios - updating portfolios with periodical cash flow movements

Sports

Rugby (Middlesex 7s 2007), squash, golf, cricket (KwaZulu-Natal Schools 1999-2000), tennis, running

Bachelor of Arts in Marketing,
Instituto Tecnológico y de
Estudios Superiores de
Monterrey, Campus Santa Fe,
Mexico City

FLORES GÓMEZ

ANA PAULA

MEXICAN, 25 YEARS

3 YEARS IN MARKETING

2 YEARS AS GYMNASTICS

INSTRUCTOR 2 YEARS

FITNESS INSTRUCTOR



Fluent
SPANISH,
ENGLISH

Intermediate
FRENCH

Beginner
ITALIAN

Work Experience

Advertising Pre-sale Executive, Terra Networks Mexico, Mexico City

- Made commercial proposals to sell advertising on several Internet Sites, mainly the Terra site in Mexico
- General support in the Trade marketing area with organization of events, contests and trivia
- Analysis of several competitors and the brands that advertise in their site

Marketing Coordinator, Ford NASA, Mexico City

- Coordination of all marketing activities, strategies and plans for the Ford and Lincoln car dealership in Mexico City
- Coordination of events, media plans, sales promotions and special sales in the agency

- Contact with the main marketing area of Ford Motor

Company in Mexico

Sports Instructor, Sports World, Mexico City

- Taught gymnastics and general sport preparation for kids in a gymnasium

Sports

Gymnastics (National level, World Gymnaestrada), Fitness (Spinning, Pilates, Body Systems)



Fluent
GERMAN,
ENGLISH

Intermediate
FRENCH



FRISCHMANN

ALEXANDRA

AUSTRIAN, 26 YEARS

22 MONTHS IN CUSTOMER

RELATIONS

9 MONTHS IN SPORT EVENT

MANAGEMENT

Bachelor of Science (Honours)
in Applied Sport Science,
University of Edinburgh, U.K.
Exchange Student in Bachelor
in Physical and Health Education
Programme, Queen's University,
Canada

Work Experience

Besam Austria GmbH, Vienna, Austria

- Resolution of client issues and contribution to the development of the department
- Invoicing and direct contact with clients
- Customer Care in Service department
- Sales and marketing associate for promoting new products

Assistant, Volunteer Venue Coordinator Personnel (Trainee), UEFA EURO 2008 SA, Vienna, Austria

- Operational planning of all matters in relation to recruitment, selection, training and assignment of 1,000 Volunteers
- HR Management (screening of 500 applications, coordinating and interviewing 250 candidates, allocation to 69 job areas, administrating personnel

data for 50 trainings, establishing of 300 shift plans and certificates)

- Training and leading 8 long-term volunteers and 20 volunteer team leaders
- Administering 4,500 applicant and 1,500 volunteer interview data
- Resource reallocation in “troubleshooting” situations on match days upon requests from department heads

Sports

Basketball, Volleyball (University level, Division I Champion), Badminton, Swimming, Hiking, Skiing, Snowboarding

Bachelors in Business
Administration, University
of Sao Paulo, Brazil

FURUYAMA

ELIANE

BRAZILIAN, 27 YEARS

5 YEARS PLANNING AND
PERFORMANCE ANALYSIS
WITH FOCUS IN FINANCIAL
AND SALES PLANNING



Fluent
PORTUGUESE,
ENGLISH,
SPANISH

Intermediate
SWEDISH,
FRENCH

Work Experience

**Financial Planning Specialist, NET Servicios
(Globo/Telmex Group), Sao Paulo, Brazil**

- Responsible for projects and sales financial analysis, controlling the sales annual budget of US\$ 50 million
- Responsible for the financial analysis of launching and pricing new products
- Developed an analysis model to evaluate the financial return of new clients and responsible for supporting all company's areas on structuring strategies based on the report's results

**Sales Planning Senior Analyst, Claro (América Móvil),
Sao Paulo, Brazil**

- Responsible for the financial analysis of sales proposals

to large private companies and the federal and state governments

- Structured the Company's public tender process, increasing Claro's efficiency and allowing all regional subsidiaries to participate in sales to Government entities
- Developed operations quality indicators and elaborated sales planning and performance reports

**Official Judge, Sao Paulo State Gymnastics Federation
and state diving competitions, Sao Paulo, Brazil**

Sports

Gymnastics (Brazilian Team Champion, 2nd in Sao Paulo All-Around Championship), Diving (Sao Paulo State Champion)

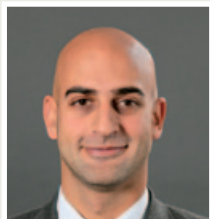
PARTICIPANT

PROFILES 2010



Fluent
FRENCH,
PORTUGUESE,
ENGLISH,
SPANISH,
ITALIAN

Beginner
GERMAN,
SERBIAN

**GONCALVES**

RUI PEDRO

PORTUGUESE, 31 YEARS2 YEARS AS SCIENTIFIC
COLLABORATOR

Physics Engineer at EPFL
Lausanne, Switzerland
PhD in Biophysics, University
of Paris, France

Work Experience**Post-Doc, Institut Curie, Paris, France****Scientific Collaborator, EPFL, Lausanne, Switzerland**

- 80% of scientific research and 20% of teaching

Volunteer for international Sporting Events

- IAAF World Championships Paris, 2003

- Olympic Games, Athens, 2004

- EYOF Paris 2003, Belgrade 2007

- Universiade, Belgrade 2009

Executive Committee Member, Lausanne Sports Aviron**Sports**Rowing coach and athlete, 3rd place in Portuguese

Rowing National Championships 2002

Volleyball - Lausanne University Regional Championships

Master of Arts (M.A.) in Social Studies, Julius-Maximilians-University Wuerzburg

HOLZ KATRIN

GERMAN, 29 YEARS

2.5 YEARS IN SPORTS
MARKETING/SPORTS
ADMINISTRATION



Fluent
GERMAN
(MOTHER
TONGUE),
ENGLISH

Intermediate
FRENCH

Beginner
SPANISH,
ITALIAN

Work Experience

Communication and Marketing Specialist, Deutsche Schulsportstiftung (German School Sports Foundation), Stuttgart, Germany

- development and implementation of an integrated communication and marketing concept
- partner relations and support: liaise directly with partners, agencies, media and sport organizations
- development and implementation of partner projects, e.g. nationwide football tournament DFB-School-Soccer-Cup 2009

Freelance work: Expert on sports and nutrition

- development and implementation of workshops on sports, nutrition and balanced life style

- holding regular multi-day seminars for both adults and children

Freelance work: Editorial design, development and support of the web presence for “Breakfast-Clubs powered by Kellogg”

Sport Accomplishments

Fencing: Member of German National Team (1997-2007); participation in World Team Championship (2001, 2003); Winner of World Team Cup (2001); Bronze medal winner European Team Championship (2000); Winner of junior individual World Cup (1999).

Sports

Fencing, Volleyball, Tennis, Jogging, Skiing



Fluent
ENGLISH,
CHINESE,
KOREAN

Beginner
FRENCH,
JAPANESE



HONG
TINA HYEONSOOK
SOUTH KOREAN, 32 YEARS
9 YEARS IN INTERNATIONAL
ORGANIZATIONS,
GOVERNMENT AND SPORTS
FEDERATION

Master of International Studies,
Ewha Womans University, Korea
Bachelor of English Literature
and Language, Chungbuk National
University, Korea

Work Experience

Researcher, Australian Embassy, Korea

- Responsible for researching the educational relationship between Australia and Korea

Researcher, UNHCR, Korea

- Database and analysis of Refugee situation in Korea

Policy Assistant, Korean National Assembly

- Policy Assistant for Climate Change Special Committee
- Coordinator for Policy Assistants Task Force with White House Assistants

Sports Coordinator, World Taekwondo Federation

- Responsible for the Media and communication with the Member National Associations
- Coordinate the World Championships and other competitions

- Manage the Taekwondo Peace Corp. and Para-Taekwondo
 - Protocol and Sports Coordinator for the Taekwondo Competition during the 2008 Beijing Olympic Games
- #### **Sports Director, Korea Olympians Association**
- Liaise directly with World Olympians Association, International Olympic Committee, National Olympians Association, and International Federation

Sports

Taekwondo, Swimming, Soccer, Golf, Tennis, Table Tennis

BSc (Hons) Sociology,
Loughborough University, UK

HUGHES

ALEX

BRITISH, 32 YEARS

5 YEARS IN INTERNATIONAL
SPORTS BROADCASTING
WORKING IN
COMMUNICATIONS
AND JOURNALISM



Fluent
ENGLISH

Advanced
CHINESE
(MANDARIN)

Beginner
FRENCH

Work Experience

Guangzhou Asian Games Broadcasting (GAB), Publishing Consultant

- Liaise with GAB, GAGOC (Organising Committee), and OCA (Olympic Council of Asia) to oversee all publishing requirements of the 2010 Guangzhou Asian Games - both Chinese and English publications

Beijing Olympic Broadcasting Company (BOB), Olympic Communications Editor

- Manage communications for a range of Olympic initiatives, overseeing editing and publication of all information supplied to the world's broadcasters
- Event management for series of events including the Olympic World Broadcaster Meetings (WBM) attended by over 300 of the world's leading broadcasters

International Tennis Federation (ITF), China-based journalist

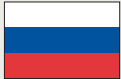
- Cover all home Fed Cup ties between China and other nations, conducting televised on-court interviews with players and written reports for syndication to Reuters and other world news agencies

Sports

Tennis: British Junior International Representative (Formerly ranked top 5 in Great Britain), Top 3 in China amateur - Winner of numerous amateur titles.
Football, Cricket

PARTICIPANT

PROFILES 2010



Fluent
RUSSIAN,
GERMAN,
ENGLISH

Intermediate
FRENCH

Beginner
SPANISH

**IVANOVA**

TATJANA

GERMAN, RUSSIAN,

35 YEARS

10 YEARS OF INTERNATIONAL
MARKETING AND
MANAGEMENT IN WORLD'S
LARGEST FMCG COMPANY

Master of Business Studies,
University of Hamburg, Germany

Work Experience

**Business Team Leader Professional HomeCare, EMEA
Procter & Gamble SARL, Geneva, Switzerland:**

- Set innovation direction and led product initiative development
 - Developed long-term business strategies for a portfolio of market leading brands and their execution plans for the EMEA regions
 - Led a multi-functional team of more than 20 managers
- Brand Manager, Global customer development,
Procter & Gamble GmbH, Germany**
- Led strategic marketing collaboration and pioneered global marketing campaigns with a top global customer, winning P&G's Global Brand Building award in 2006

- Led global consumer research, created a joint marketing campaign for all P&G brands, and launched it in 7 countries, 3 regions
 - Coached and led a team of sales and marketing executives across all regions to deliver tailor-made executions
- Brand Manager, HairCare Germany/Austria/
Switzerland, Procter & Gamble GmbH, Germany**
- Led marketing mix for HairCare brands portfolio
 - Grew share of all brands behind portfolio management
 - Led media and marketing strategies and budgets, improved ROI behind Market mix modeling research

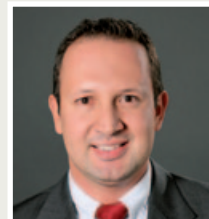
Sports

Triathlon (2x Ironman World Championship Hawaii),
Swimming, Cycling, Running, Skiing, Scuba-diving

Financial Excellence, Harvard University, Boston, MA, USA
 Leading Global Projects, Thunderbird School of Global Management, Phoenix, AZ, USA
 Master of Science in Banking and Finance (MBF), HEC University of Lausanne, Switzerland

LOZANO OSCAR
COLOMBIAN, SWISS WORK PERMIT, 31 YEARS

8 YEARS OF WORK EXPERIENCE IN BUSINESS, FINANCE, STRATEGIC PLANNING AND PROJECT MANAGEMENT



Fluent
 ENGLISH,
 FRENCH,
 SPANISH

Intermediate
 ITALIAN

Beginner
 JAPANESE

Work Experience

Director, Global Business Planning & Analysis, Novartis, New York area, USA

- Global Director for the Over-the-Counter (OTC) Business Unit planning processes
- Project Management: Designed an interactive global intranet application
- Team Management: Led a cross-functional and geographically dispersed team (Switzerland, US, India)

Associate Director, Latin America Business Planning & Analysis, Novartis, Miami, USA

- Strategic Planner for Latin America Region: Prepared 5 year plan in coordination with Country General Managers

- Business Operations: Interacted with Marketing and Logistics Functional Directors on New Product Launches, In-Licensing deals and Profitability Analysis
 - Budget process: Coordinated, participated and followed up all aspect of the Region Budget process
- Manager Global Reporting and Compliance, Novartis, Nyon, Switzerland**

- Managed reporting system for 100 + affiliates and two business units
- Ensured quality of the Internal Control/Compliance environment through market reviews and communication of standards

Sports

Football, Mountain Biking (1993 National Champion, Colombia), Swimming, Running



Fluent
FRENCH
(MOTHER
TONGUE),
ENGLISH

Beginner
SPANISH



MIDY MARIE-ANNE FRENCH, 27 YEARS

2 YEARS AS AN
INFORMATION SYSTEMS
CONSULTANT
1 YEAR AS AN IT MANAGER

Master of Science in Electronics,
Telecommunications, and
Computer Science, CPE Lyon,
France

Master of Computer Science,
with an option in HCI (Human
Computer Interaction), Oregon
State University, Oregon, USA

Work Experience

Consultant, Capgemini, Paris, France

- Project manager of an international project for a client's new procedure definition. Requirements, specifications, deployment, etc. In charge of coordinating the 5 countries
- Analysis of the internal client's organization and processes (through interviews, benchmark analysis, etc.) to choose relevant PPM (Project Portfolio Management) tool
- PMO for an international ERP implementation. In charge of project planning, resources, meeting presentations, coordination, etc.

IAAF Protocol volunteer, 2009 world championships in athletics, Berlin, Germany

- In charge of medal ceremonies protocol; guest and athlete management

IT Manager, Hazardous Elimination Corp., Long Island, NY, USA

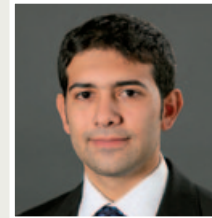
- In charge of the entire IT department: user support, maintenance, purchasing, etc. ISO 9001 & 14001
- Olympic Games' Commentator Information System**
- Thesis and published paper: "Understanding journalists' needs to overcome cognitive load and navigation issues"

Sports

Rock climbing (European and World Championships), Sailing, Skiing, Tennis, Golf

Bachelor of Arts in Business
Administration, Koc University,
Turkey

MIZRAHI
DOGAN DEYVI
TURKISH, 23 YEARS
1.5 YEARS AS AUDITOR
IN FINANCIAL INDUSTRY



Fluent
TURKISH,
ENGLISH

Intermediate
ITALIAN

Beginner
SPANISH,
GERMAN

Work Experience

Audit Assistant, KPMG International, Istanbul, Turkey

- Analyzed significant accounts and performed rationalization and reasonableness tests
- Analytical review of accounts by verifying their nature to raise necessary reclassifications and adjustments
- Fulfilled duties given by the project in-charge and helped other teammates

Sports

Soccer (Captain Turkish national soccer team), Basketball



Fluent
ENGLISH,
AMHARIC

Beginner
FRENCH



NEGASH ELSHADAI

ETHIOPIAN, 27 YEARS

7 YEARS AS A SPORTS
JOURNALIST AND ATHLETICS
CORRESPONDENT 2 YEARS
IN SPORT PUBLIC RELATIONS
AND ADVERTISING

Bachelor of Science in
Information Systems, Addis
Ababa University, Ethiopia

Work Experience

Ethiopian correspondent

- International Association of Athletics Federations (IAAF) website and magazine, 7 years

Public Relations Department Head

- Ethiopian Athletics Federation, 10 months

Freelance Journalist

- Selamta Magazine, Africa Report, Running Times, African Journal, BBC Fast Track, Universal Sports, Runner's World, Addis Fortune, 7 years

Website and/or Print Editor

- Great Ethiopian Run, My Fashion magazine, www.maryamjamal.com, www.tiruneshdibaba.net, www.addis2008.com, www.ethioberlin2009.com, www.ethiopianrun.org, 3yrs

Media Logistics

- Eurosport, TV Rede Globo (Brazil), Time (Europe), SVT Sport (Sweden), Le' equipe (France), 2yrs

Media Officer

- Great Ethiopian Run, 1yr

Marketing and Promotion Commission Member

- Ethiopian Olympic Committee, 3 months

2009 CNN Multichoice African Journalist Awards

- High Commendation in the Sport Category

Sports

Athletics, Football, Tennis, Basketball

Project Manager Professional,
Project Management Institute
Electronic and Digital Technologies
Engineering Degree, Graduate
School of Engineering,
Polytech'Nantes, France

PIRON OLIVIER

FRENCH, 33 YEARS

4 YEARS AS TECHNICAL
LEADER AND 6 YEARS AS
PROJECT MANAGER IN
ELECTRONICS INDUSTRY



Fluent
FRENCH,
ENGLISH

Intermediate
SPANISH

Beginner
PORTUGUESE,
GERMAN

Work Experience

Project Manager, Corporate IT, Philips, Southampton, UK

- Coordination of teams of Engineer
- Responsible for planning and execution of projects
- Creation and Management of Project Portfolio

Project Manager, CCI Consulting, Zurich, Switzerland

- Consulting in Project Management
- Focus on Marketing, Sponsoring and Advertising Sport Businesses
- Cross Media Web Platform Development

Sport Experience

- FA Soccer Coach Level 1
- French Football Coach Diploma for under 12
- President of the Sport Association at the Polytechnic School of Nantes
- Organisation of Multi-disciplinary sport & inter-university tournament in Nantes
- Organisation of Football Tournament for the Southampton Technology Campus

Sports

Football, Windsurfing, Snowboard, Surfing, Swimming, Biking, Tai chi

PARTICIPANT

PROFILES 2010



Fluent
ENGLISH,
HINDI,
PUNJABI

Beginner
FRENCH



RANJAN VARUN

INDIAN, 24 YEARS

5 YEARS EXPERIENCE IN IT
INDUSTRY SPECIALIZING IN
CAPITAL MARKETS, 2 YEARS
EXPERIENCE IN SPORTS
DEVELOPMENT AND SPORTS
EVENT MANAGEMENT

Bachelor of Engineering
in Computer Science, Delhi
College of Engineering, Delhi
University, India

Work Experience

Business Development Officer, Playmaker India Sports Agency, Delhi, India

- Started a new Sports Management company, Responsible for Delhi office operations
- Worked as Match Agent for AIFF (All India Football Federation) for organizing International Friendly Matches with Indian National Team
- Organized 2-week football camp for Haryana U-17 team by inviting coaches from Europe

Software Engineer, Indus Valley Partners, Delhi, India

- Worked as technical consultant for various Hedge Funds and Investment Management Firms based in USA and UK assisting them in managing their Order, Investment and Risk Calculation systems

- Involved in end-to-end Product Management from requirement analysis to development and delivery
- Led 4-member team to build an internal HR web portal from scratch

Junior Software Engineer, Creation Infoways, Delhi, India

- Worked part time to manage and design web portals for over 30 clients
- Responsible for all client queries and smooth working of the portals

Sports

Basketball (National 2001-2003), Table Tennis (State 1997-2000), Cricket, Volleyball and Football

B.A. in Business Administration,
Arab Academy for Science &
Technology, Cairo, Egypt

SALEM AHMED

EGYPTIAN, 28 YEARS

5 YEARS IN THE BANKING
SECTOR

2 YEARS IN CEMENT
PRODUCTION COMPANY



Fluent
ARABIC,
ENGLISH

Beginner
GERMAN,
FRENCH

Work Experience

Strategic Planning Analyst, CEMEX, Cairo, Egypt

- Conducted the required financial analysis to prepare the company's yearly financial budget
- Prepared monthly reports comparing actual expenditures to the approved budget and presenting them to the board members in a monthly results meeting
- Coordinated between different departments in determining the production and selling amounts required to achieve the company's targets

Relationship Manager, Citibank, Cairo, Egypt

- Targeted small and medium size companies to work with the bank by offering them the bank's facilities and packages offered to companies
- Analysed companies' financial documents and annual

- sales turnover to grant them suitable bank facilities
- Provided daily follow up on companies' accounts to maintain the required level of services offered, thus strengthening the relationship between the bank and its clients

Product Manager, BNP Paribas, Cairo, Egypt

- Created new packages for the selected sector of customers providing them with the needed banking facilities for their businesses
- provided training courses for the sales teams

Sports

Scuba Diving, Beach Racquet, Swimming, Basketball, Football

PARTICIPANT

PROFILES 2010



Fluent
ENGLISH,
GERMAN,
ITALIAN

Beginner
SPANISH,
FRENCH

**SCHOCH CAROLA**

AUSTRIAN, 31 YEARS

**8 YEARS IN MARKETING
AND EVENT MANAGEMENT
1.5 YEARS AS CONSULTANT
IN FINANCIAL INDUSTRY**

Master of Business
Administration, University
of Vienna, Austria
Tourism Manager, University
College for Tourism Management
of Vienna, Austria

Work Experience

**Market Manager & Marketing Manger in Latin America,
Portugal, Spain and Italy, Austrian National Tourist
Office**

- Development, budgeting and execution of international marketing and communications strategies
- Conception, implementation and coordination of international events, advertising campaigns and trade co-operations

**Marketing & Event Manager, Austrian business and
convention network, Vienna, Austria**

- Planning, execution and coordination of international projects and special projects (i.e. UEFA, EURO 2008) as well as budgeting
- Project Management of the professional trade show

“access” with 200 exhibitors and 1,600 national and international attendees

- Initiating and creating a nationwide congress statistic and added value calculation including presentations and publications

Consultant, Austrian National Bank, Vienna, Austria

- Execution of Projects in the areas of payment and monetary transaction, treasury, development of homepages, software solutions
- Strategic consulting of Austrian clients and international stakeholders
- Public Relations and Marketing

Sports

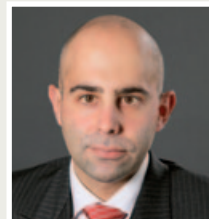
Running, Cycling, Tennis, Dancing, Fitness, Skiing, Ski Touring, Hiking

Bachelor of Law (Honors),
University of Melbourne, Australia
Bachelor of Arts, University
of Melbourne, Australia

SHER LEON

AUSTRALIAN, 29 YEARS

6 YEARS AS A COMMERCIAL
LITIGATION AND
INTELLECTUAL PROPERTY
LAWYER IN AUSTRALIA AND
NEW YORK



Fluent
ENGLISH

Intermediate
INDONESIAN

Beginner
FRENCH,
GERMAN

Work Experience

Lawyer, Allens Arthur Robinson, Melbourne, Australia

- Represented various publicly listed Australian companies in commercial disputes including in the areas of construction law, product liability and intellectual property
- Court Clerk for Court of Arbitration for Sport, Oceania Division
- Provided legal advice to Melbourne 2006 - the statutory organizing body of the 2006 Melbourne Commonwealth Games
- Engaged in pro bono work for Homeless Persons Legal Clinic in areas of family law, municipal law and trade mark law
- Admitted to the Supreme Court of Victoria, Australia

Lawyer, Milbank Tweed Hadley & McCloy, New York, USA

- Represented various Fortune 500 financial institutions including Deutsche Bank and other corporations in complex commercial disputes in the areas of finance and securities law
- Conducted lengthy internal investigation at European financial institution as to international tax matters and possible enforcement action by the Internal Revenue Service
- Admitted to the New York Bar, 1st Department.

Sports

Swimming (State Championships medallist),
Tennis, Australian Football, Skiing

PARTICIPANT

PROFILES 2010



Fluent
ENGLISH,
FRENCH

**SIDWELL-GRAFF**

VANESSA

AMERICAN, 26 YEARS

3 YEARS MEDICAL
TECHNOLOGY SALES
5 YEARS, ASSISTANT
COLLEGE COUNSELOR &
OFFICE MANAGER

Bachelor of Arts in Business
Management, Bethel University,
Minnesota, USA

Work Experience

**Assistant College Counselor, LAS in Switzerland,
Leysin, Switzerland**

- Student College Counselor: meet on an individual basis with students to guide them throughout the college or university application process
- Office Manager: responsible for all confidential documentation, manage marketing, communication & scheduling of university visits, liaise with all other academic offices to manage student progress
- Technology Coordinator: Systems Manager for Naviance, college counseling software and database

**Sr. Account Specialist II, Medtronic, Inc., Minneapolis,
MN, USA**

- Sales Support: responsible for ordering, inventories,

facilitating credits & exchanges, liaising between buyers (hospitals & doctors) and sales reps

- Trainer, Coordinator & Presenter of Medtronic Neurological Products & Professional Development Seminars
- Lead/Contributor on various Departmental & Inter-Departmental Initiatives; Financial/Credit Services, Business Continuity Team, Leadership Workshops, Customer Solutions Leadership Bench, Medtronic Women's Council Mentee/Mentor Program, New Hire Program, Monthly Team Audits, MGU Returns, Neuro One-Call Solution

Sports

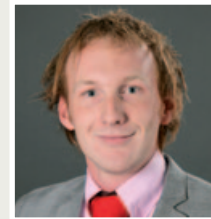
Running, Road & Mountain Biking, Randonnée, Downhill & Cross-Country Skiing, Hiking, Swimming

Master of Science in Sports Policy and Sport Management, Utrecht University, The Netherlands
 Minor in Policy and Management Studies, Utrecht University
 Bachelor of Science in Sociology, University of Amsterdam, The Netherlands

SIJTSMA WIETZE

DUTCH, 24 YEARS

3 YEARS ON AMSTERDAM STUDENT TENNIS CLUB
 1 YEAR AMSTERDAM SPORTS ADVISORY COUNSEL
 2 YEARS INTERN NL OLYMPIC COMMITTEE * NL SPORT FEDERATION (NOC*NSF)



Fluent
 DUTCH,
 ENGLISH

Intermediate
 FRENCH

Work Experience

Intern, NOC*NSF, The Netherlands

- Determine long-term (12 year) ambitions of sport events and sport accommodations with several sport federations in order to encourage the federations in their ambitions and adjust these ambitions in a national program
- Research on the social effects within working organizations of inter-organization fieldhockey competitions
- Report about several social sport projects on local level to find out how to coordinate all these projects nationally

Sports

Tennis, Running, Judo and Scuba diving

PARTICIPANT

PROFILES 2010



Fluent
PORTUGUESE,
ENGLISH,
FRENCH

Beginner
GERMAN,
ITALIAN



SILVA MÓNICA

PORTUGUESE, 28 YEARS

2 YEARS AS LAWYER IN
INTERNATIONAL SPORTS
FEDERATION

1 YEAR AS LAWYER OF
CONDOMINIUM'S
ADMINISTRATION COMPANY

Bachelor of Law, Universidade
Católica Portuguesa, Portugal
Postgraduate qualification
in Professional Sports Law,
Universidade de Coimbra
Postgraduate qualification
in Municipalities and Urbanism,
Universidade do Porto, Portugal

Work Experience

**Head of Legal Department, FINA - Fédération
Internationale de Natation, Switzerland**

- In charge of: contracts analysis, change of Sport
Nationality, affiliations of new National Federations
to FINA, swimsuit regulations

**Water Polo Coordinator, FINA - Fédération
Internationale de Natation, Switzerland**

- organisation of Water Polo Competitions

Sports

Water Polo (1996 - current, National Champion Juniors;
referee), Swimming (1985-1995)

Master's Degree in Management Engineering, Louvain School of Management, Catholic University of Louvain, Belgium (Graduated Magna Cum Laude)
 One year foreign exchange at the School of Economics, Osaka University, Osaka, Japan

SMAJDA

ELISABETH

BELGIAN, 25 YEARS

1 YEAR IN GLOBAL CUSTODY,
 ASSET SERVICING (BANKING
 SECTOR)

VOLUNTEER FOR VARIOUS
 SPORTS ORGANIZATIONS



Fluent
 FRENCH,
 ENGLISH

Intermediate
 PORTUGUESE,
 DUTCH

Beginner
 JAPANESE,
 SPANISH

Work Experience

Market expert in Corporate Actions, The Bank of New York Mellon, Brussels, Belgium

- handled reconciliation of client holdings, instruction and transaction management; reflected the corporate event in the portfolio of the client
- analyzed, challenged and transmitted information from various sources on corporate events to clients
- managed deadlines by monitoring uninstructed balances

Volunteer for the Brazilian Olympic Committee, International Observers Program, Olimpiadas Escolares 2009, Londrina/Maringa, Parana, Brazil

- assisted the International Relations Manager
- responsible for the live translations of presentations and questions

Volunteer for the International Paralympic Committee, Rio 2009 IPC Swimming World Championship 25m, Rio de Janeiro, Brazil

- responsible for the Technical Information Center
- controlled the access of the competition's area
- managed the results after each event

Sports

Surfing (instructor), Tennis, Water sports, Skiing, and Volleyball

PARTICIPANT

PROFILES 2010



Fluent
ENGLISH

Intermediate
FRENCH

**SPALDING**

ANDREW

BRITISH, 47 YEARS**20+ YEARS EXPERIENCE**

IN INFORMATION

TECHNOLOGY, WITH A FOCUS

ON BUSINESS INFORMATION

SOLUTIONS

Electrical Engineering (MEng),
Imperial College London, UK

Work Experience**Director, Dow Jones Consulting (Europe)**

- Responsible for the direction of the European consulting business
- Managed the sale of solutions providing access to business information, so that relevant information could be found quickly within client's work-flow
- Promoted the consulting group within the Dow Jones organisation and at external speaking events

CTO, CyberSport (UK)

- Founding member of CyberSport providing interactive services over the internet for the fitness industry
- Developed world's first "virtual fitness health club", for people training at home

- Filed UK Patent (GB9724924.7) Exercise apparatus and control system for virtual race with distant apparatus

Development Manager, Reuters (UK)

- Managed team to develop applications for Reuters editorial staff, and products for corporate and financial customers
- Coordinated development efforts from international teams
- Collected requirements from product managers and scheduled regular product releases

Sport Accomplishments

- 1980 4th U18 World Rowing Championship (VIII)
- 1984 3rd U23 World Rowing Championships (VIII)
- 1985 1st Visitors Challenge Cup, Henley Royal Regatta (IV-)

Sports

Running, Cycling, Skiing, Snowboarding, Rowing

Bachelor of Arts in Business
Administration, University of Applied
Sciences HTW Chur, Switzerland

STÖCKLI ANDRÉ

SWISS, 35 YEARS

2 YEARS AS CHIEF OF STAFF
OF THE COO AT A LARGE
SWISS BANK

8 YEARS AS MANAGEMENT
CONSULTANT IN FINANCIAL
SERVICES INDUSTRY



Fluent
GERMAN,
ENGLISH

Intermediate
FRENCH

Work Experience

**Chief of Staff, COO Department, Raiffeisen
Switzerland, St. Gallen, Switzerland**

- Drive analysis and produce decision making papers for the board members
- Responsible for the strategy process
- Responsible for the co-ordination of the project portfolio

**Independent Consultant, Stöckli Business Consulting,
Switzerland**

- Leading project manager for the evaluation, implementation and roll out of a corporate integrated project - and project portfolio management system for a large Swiss Retailbank

- Leading project manager for several initiatives concerning brand development and brand controlling for a corporate design change for a large Swiss Retailbank
- Definition and development of a planning and steering tool for market and sales management

**Principal Consultant, PwC Consulting, Zürich,
Switzerland**

- Conducted a cost reduction programme for a German bank including the closure of various subsidiaries
- Leading project manager for the conception, development and launch of an investment funds product
- Co-responsibility in the development and setting up of a European Internet Bank

Sports

Soccer, Tennis, Golf, Cycling, Skiing, Ice hockey

PARTICIPANT

PROFILES 2010



Fluent
NORWEGIAN,
ENGLISH

Intermediate
GERMAN

Beginner
FRENCH

**TORLEI OLSEN**

SOFIE

NORWEGIAN, 27 YEARS

2 YEARS SAMPLING &
EVENT COORDINATOR3 YEARS ACCOUNT
MANAGER RADIO
ADVERTISING

Bachelor in International
Marketing, Norwegian School
of Management (BI), Bergen,
Norway

Exchange Student for 1 year,
International Business and
Marketing, Leeds Metropolitan
University, UK

Work Experience

**Sampling and event coordinator, Just Cruizin'
Productions, Bergen, Norway**

- Responsible for sampling and events in Western Norway
- In charge of finding location, direct contact with clients, retailers and partners
- Main location at sports events, Universities and festivals

Account Manager, SBS Radio, Oslo, Norway

- Account Management and sales of the SBS Products in Eastern Norway
- Dealing with the larger ski destinations in Norway as well as the larger Football Clubs
- Team leader for 3 employees
- Responsible for some of the larger sponsor deals

Volunteer for sporting events/commission:

World Ski Championship, Oslo 2011, Norway

- Marketing and Media; work with the main sponsors, representative for their brands

Trial World Ski Championship, Oslo 2010, Norway

- Marketing and Media; work with the main sponsor, representative for their brands. Norwegian School of Management, Bergen, Norway (Student Week):
- In charge of the marketing and sponsors Norwegian School of Management, Bergen, Norway
- Leader of the Ski group

Sport

Handball, Cross country, Skiing, Telemark skiing,
Kite surfing, Mountain trekking, Athletics and Running

MA (Hons) History, University
of Edinburgh, Scotland
1 year Erasmus Exchange with
Ruprecht-Karls Universitaet,
Heidelberg, Germany
UK Securities & Investment
Institute Diploma , issued by the UK
Securities & Investment Institute

VAN EXTER

CHARLIE

SWISS, DUTCH, 30 YEARS

5 YEARS PRIVATE BANKING
EXPERIENCE

1 YEAR EXPERIENCE WITHIN
THE INTERNATIONAL
BUSINESS OF SPORT



Fluent
ENGLISH,
GERMAN,
FRENCH

Work Experience

Lawn Tennis Association (LTA),

UK Tennis Governing Body London

- Supported Commercial and Sponsorship team on servicing sponsors
- Part of team supporting Barclays ATP World Tour Finals on behalf of LTA, an official Partner

Sports Recruitment International, Junior

Consultant London

- Supported Senior Consultant in bid to expand the “Rights Holders” division
- Undertook research into German Sports Market to identify potential business partner

**HSBC Private Bank, Associate,
Relationship Manager London**

- Completed Graduate Trainee Programme with rotations in London, Paris, New York
- Responsible for servicing investment portfolios of High Net Worth Individuals

Sports

Tennis, Football, Skiing

PARTICIPANT

PROFILES 2010



Fluent
FRENCH,
ENGLISH

Intermediate
SPANISH

Beginner
ITALIAN



VIONNET GRÉGOIRE

SWISS, 30 YEARS

2 YEARS AS A PILATES
INSTRUCTOR 2 YEARS AS
AN INDEPENDENT STRENGTH
COACH AND PERSONAL
TRAINER

Bachelor in psychology,
University of Geneva,
Switzerland
Certificate in strength
and conditioning, University
of Bordeaux, France
Certificate in sport management,
IDHEAP, Switzerland

Work Experience

As a sport coach

- draw up programs for rugby players
- manage periodization
- make physical testing and assessment

As a personal trainer

- draw up personalized programs
- make periodical assessment
- teach outdoor/indoor sessions
- marketing for my business

Sports

Running, Bodybuilding (2nd place Swiss Bodybuilding
Championship 2003)



Bachelor and Master of Law
(magna cum laude), University
of Zurich, Switzerland
Swiss Attorney's Certificate,
High Court of the Canton Zurich,
Switzerland

WASHINGTON
PATRICK ANTHONY
SWISS, MEXICAN, 38 YEARS
7 YEARS AS A LAWYER
AND COMPLIANCE
OFFICER IN THE FINANCIAL
SERVICES INDUSTRY



Fluent
GERMAN,
ENGLISH,
SPANISH

Intermediate
FRENCH

Work Experience

Lawyer, UBS AG, Zurich/Switzerland

- provided legal support to other employees
- handled - alone or with external lawyers - litigations between bank and clients
- wrote internal directives and taught other employees on legal topics

Lawyer and Compliance Officer, Dresdner Bank (Switzerland) AG, Zurich/Switzerland

- provided legal and compliance support to other employees
- participated in project teams
- handled litigations between bank and clients

Head of Compliance, Stanford Groupe (Suisse) AG, Zurich/Switzerland

- provided legal and compliance support to other employees
- wrote internal directives and taught other employees on legal and compliance issues
- handled "company secretary" - issues

Sports

Running, Skiing, Windsurfing



PARTICIPANT

PROFILES 2010



Fluent
ENGLISH

Beginner
FRENCH,
SPANISH

**WIETING SUSAN****AMERICAN, 40 YEARS**

7 YEARS IN
PHARMACEUTICAL
INDUSTRY AS SCIENTIFIC
PUBLICATIONS MANAGER
AND MEDICAL WRITER

Bachelor of Science, Human
Physiology, San Francisco State
University

Work Experience

**Senior Manager, Scientific Publications, Amgen
(Europe) GmbH, Zug, Switzerland**

- Drive and manage overall publication planning for erythropoietin product
- Drive content and process in development of manuscripts, book chapters and abstracts
- Lead Publication Committees including development of meeting content and delivery of outcomes related to publications

**Owner, Managing Editor, Science Writing Solutions,
USA/Switzerland**

- Develop content for all publication materials
- Edit/proofreading all articles
- Coordinate all publishing aspects with the publisher

**Manager Cervarix Business Unit, Publications
and Scientific Writer, GlaxoSmithKline Biologicals,
Rixensart, Belgium**

- Develop publications in terms of content, business priorities and target audience
- Drive content and process in development of manuscripts, book chapters and abstracts
- Drive and lead Publication Committees including development of meeting content and delivery of outcomes related to publications

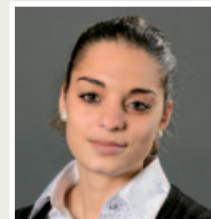
Sports

Running, Cycling, Swimming, Tennis

Master in Sports Health and Technology, Specialisation in disabled people, University of Nice Sophia-Antipolis (France)
License in Sport Sciences, Specialisation in Sport Management, University of Nice Sophia-Antipolis (France)

XERRI SANDRA
FRENCH, SWISS,
23 YEARS

1 YEAR IN COMMUNICATIONS FOR SPORTS CLUB;
VARIOUS EXPERIENCE IN ORGANISATION OF SPORT EVENTS



Fluent
FRENCH,
ENGLISH,
SPANISH

Beginner
ITALIAN,
GERMAN

Work Experience

Communications Assistant, Nice football club, France

- Welcome of the club presidents, the Press, the guest, the mayor and lord mayor
- Seat planning
- Information services

Volunteer, Non-profit sports association for disabled people, Spain

Assistant dance teacher at University of Nice Sophia-Antipolis, France

Assistant organizer at sports car show, People organisation, Luc, France

- mailing
- phoning
- prospecting

Certified Personal Trainer, Canada

Swimming Instructor, Spain

Sports

Tennis (competitive rank 15.1), Dance, Swimming, Running, Fitness, Athletics (hurdle), Snowboarding

IMPRESSUM

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