



# AISTS MSA CLASS OF 2011



**aists**

MASTERING SPORT



# AISTS 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.

**AISTS MSA** – a unique postgraduate education programme in sport management held annually in Lausanne, the Olympic Capital. Participants 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 institutions who co-sign the degree: The Ecole Polytechnique Fédérale de Lausanne (EPFL), the University of Lausanne, the University of Geneva, the Swiss Graduate School of Public Administration (IDHEAP), the AISTS 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.

AISTS MSA participants come from a wide range of nationalities and professions, but they all have one common objective – **to master sport.**

Participants tackle the subjects of **management, economics, technology, law, sociology and medicine** as they relate to sport, through lectures, case studies, conferences, research papers and team projects, in addition to gaining real world experience through work requirements. Located in Lausanne, Switzerland, the AISTS MSA maintains strong links to the Olympic Movement, its federations, and its core values of excellence, friendship and respect.

### **AISTS MSA Work Experience Requirements**

In addition to course requirements, candidates for the AISTS 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 short term work or by securing full time jobs with organisations such as the International Olympic Committee, International Federations, sports organizations, sports marketing agencies, and sports departments.

### **To Contact or recruit AISTS MSA 2011 Participants**

Email: [info@aists.org](mailto: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](http://www.aists.org)**

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

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

Located in Lausanne, the Olympic Capital, the 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, applied research and consulting services, as well as 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 participants have brought their experience and fresh approach to the IOC through both work placements or even a few permanent positions. The multicultural environment in which AISTS participants are being trained, with 18 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 participants, work placement 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 2011 class much success and hope that the participants' passion for sport will soon translate into a "dream job" for many!

**Gilbert Felli**

Olympic Games Executive Director



**A**t 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 2011**

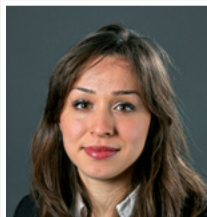
## PARTICIPANT

## PROFILES 2011



Fluent  
PERSIAN,  
ENGLISH

Intermediate  
FRENCH



## AHADPOUR RAHELEH

**IRANIAN, 25 YEARS**

4 YEARS AS KAYAK COACH  
AND TALENT MANAGER;  
1 YEAR EXECUTIVE SUPERVISOR  
OF CANOE CLUB

Bachelor of Medical Engineering,  
Azad University, Sciences and  
Research Branch, Tehran, Iran

### Work Experience

**Talent Identification Manager,  
Tehran Canoe-Kayak Club, Tehran, Iran**

- Identified talent from schools according to ICF indicators.
- Chose the best 40 and trained for 2 months.
- Conducted physical and health tests.
- Established Canoe Champion Centre in Tehran province.

**Executive Supervisor, Tehran Canoe Club, Tehran, Iran**

- Organized kayak courses with 2 assistants.
- Kayak Coach, Tehran Canoe Club, Tehran, Iran

### Sport Accomplishments

1998-2007 Iran Canoeing National Team member, 5 medals in West and Central Asian Canoe-Kayak Championships, 2005 Canoeing World Cup, 4<sup>th</sup> place in 2005 Asian Canoe Championship, Participation in Asian Qualification for

Olympics, 2002-2003 Asian Canoe Championship medalist, Fifth place in 2002 Canoe Sprint World Cup, 2002 Asian Games, 2002 Tehran's Best Athlete of the Year, Winner of 3 medals in Canoe-Kayak Asian Championships 2001 & 4 medals in 2003 Asian championship

### Sports

Canoeing, Swimming, Table tennis, Archery, Basketball

Bachelor of Arts in Economics,  
Università della Svizzera Italiana,  
Lugano, Switzerland Swiss  
Olympic diploma in Management of  
Sports Organizations (base level)  
Diploma from Repubblica e  
Cantone Ticino in Management  
of Sports Organizations  
(base level)

### Work Experience

**Administrative Employee and Business Economist,  
Easy Energy Companies & Consulting SA, Mezzovico,  
Switzerland**

- Support to the directors in administrative tasks
- Management of accounting (autonomously,  
as one and only responsible)
- Support to the company evaluation
- Marketing support (in a team; creation of sales  
documentation and presentations)
- Creation and evaluation of different informatics  
tools used for company management
- Support to the company's informatics management

## ALTWEGG JAN

**SWISS, AUSTRIAN, 28 YEARS**

5 YEARS (4 PART-TIME  
AND 1 FULL-TIME) AS  
ADMINISTRATIVE EMPLOYEE  
AND BUSINESS ECONOMIST  
IN GAS TURBINE INDUSTRY



### Sport Accomplishments

- Floorball player in regional selection of southern  
Switzerland at U18 regional selections trophy (2001)

### Sports

Floorball (National level, coach & referee), Football,  
Ice-Hockey, Skater-Hockey, Skiing, Running, Swimming,  
Motorcycling, Mountain-Bike



Fluent  
ITALIAN,  
GERMAN,  
ENGLISH

Intermediate  
FRENCH

Beginner  
SPANISH

## PARTICIPANT

## PROFILES 2011



Fluent  
PORTUGUESE,  
ENGLISH

Intermediate  
SPANISH

Beginner  
GERMAN,  
FRENCH

**ANDRAZE BEATRIZ**

**BRAZILIAN, 27 YEARS**

7 YEARS AS SPECIALIST  
IN SPORTS MARKETING  
AND COMMUNICATION

Master of Business  
Administration, MBA Football  
Industries, University  
of Liverpool, UK  
Bachelor Studies on Social  
Communication with Major  
in Journalism, Mackenzie  
University, São Paulo, Brazil

**Work Experience**

**Marketing and Business Coordinator,  
Coritiba Foot Ball Club, Curitiba, Brazil**

- Responsible for developing the strategic planning of the Marketing and Business department.
- Coordinated commercial activities: sponsorship, licensing program and sales. Developed sponsorship proposals, establishing contacts and partnerships with national and foreign companies and clubs.
- Responsible for coordinating marketing campaigns.
- Special projects: Member of the Centenary Commission, in charge of the strategic planning of events and products related to the 100th Anniversary (2009) and developing the strategies for the new Membership Scheme (2010).

- Responsible for developing and coordinating community programs in order to provide needy children social and sports integration by attending professional football games.

**Publication**

“Sonhos em Campo” (São Paulo: LCTE 2006)

Co-written investigative book about the dreams of millions of Brazilian children who wish to become professional footballers

**Sports**

Soccer (university level)

Bachelor degree of public institution Management (Sport industry direction), Beijing Sport University  
 Master of Science in Sport Management, University of Wisconsin-La Crosse

## BAI YIMING

**CHINESE, 24 YEARS**

1 YEAR WORK EXPERIENCE  
 IN SPORT MANAGEMENT



Fluent  
 CHINESE,  
 ENGLISH

Beginner  
 FRENCH

### Work Experience

#### Internship, Chinese Football Association, Beijing, China

- Researched the development of Chinese football
- Communicated with associations under Chinese Football Association
- Created address book for all membership associations

#### VIP Attaché for Swiss National Team, 24<sup>th</sup> Harbin Winter Universiade, Harbin, China

- Selected as outstanding volunteer of 24<sup>th</sup> Harbin Winter Universiade.
- Coordinated and oversaw Swiss team competition schedule and transportation details.
- Serviced Swiss team in operational and equipment emergency situations.

#### Olympic Wrestling Competition Volunteer, 2008 Beijing Olympic Games, Beijing, China

- Assisted IOC personnel in athlete mandatory drug testing.
- Notified athletes and officials of competition standards.
- Served as communications liaison between global media and associations/athletes.

#### Junior World Wrestling Championships Volunteer, “Good Luck Beijing” Test Event for Beijing Olympic Games, Beijing, China

- Duties performed at this test event were of similar logistical nature as completed at the 2008 Beijing Summer Olympic Games.

### Sports

Swimming; Basketball; Table tennis

## PARTICIPANT

## PROFILES 2011



Fluent  
ENGLISH

Intermediate  
FRENCH,  
GERMAN

Beginner  
ITALIAN



## BUCHSER CHANTAL

AMERICAN AND SWISS,  
27 YEARS

3 YEARS AS MANAGER AT  
NON-PROFIT ADVOCACY GROUP  
2 YEARS AS PROGRAM AND  
CONTRACTS ASSISTANT IN  
INTERNATIONAL PUBLIC  
HEALTH FIELD

Bachelor of Arts in Political  
Science, St. Mary's College  
of Maryland, USA

### Work Experience

#### Events Manager, Washington Area Bicyclist Association (WABA), Washington DC, USA

- Coordination, promotion, and marketing of large cycling events.
- Integral role in membership recruitment among 40,000+ supporters through targeted marketing campaigns, promotional events, and written communication.
- Coordination of annual major fundraising Gala and Benefit Auctions raising \$ 40,000+ annually in revenue for WABA, hosting over 300 guests each year.

#### Senior Program Assistant- West and Central Africa Department, Population Services International (PSI), Washington, DC, USA

- Coordinated bi-annual retreat for over 70 attendants in

Cape Town, South Africa including operational logistics, travel arrangements, and lodging.

- Assisted in development and revisions of annual operating budgets for country Platforms.
- Provided operational administrative support to team of twelve staff at headquarters and over fifty senior staff across fifteen country platforms .

#### Contracts Assistant, Population Services International (PSI), Washington DC, USA

- Reviewed proposal and final contract budgets.
- Disseminated critical budget and contract information.
- Communicated with regional West/Central Africa Department in contract negotiations, reporting, and agreements.

### Sports

Road biking, Mountain biking, Triathlons, Running, Rugby, Cross-country skiing, Soccer



Certificate of Advanced Studies in International Sports Organizations, University of Zurich, Switzerland  
Bachelor of Arts in Government and Politics, University of Maryland at College Park, US

**CASTILLO JAIME**  
**ECUADORIAN, SWISS WORK PERMIT B**  
**38 YEARS**

SPORTS INDUSTRY VOLUNTEER, STUDENT AND INTERN.  
SEVERAL YEARS IN TELECOM INDUSTRY AS SALES/ACCOUNT/BUSINESS DEVELOPMENT MANAGER



Fluent  
SPANISH,  
ENGLISH

Intermediate  
ITALIAN

Beginner  
RUSSIAN,  
GERMAN

**Work Experience**

**Sport-for-Development Program Intern, Partners of the Americas, Washington, DC, US**

- Supported “A Ganar” (program for youth workforce development through sports in Latin America & the Caribbean, sponsored by the IDB, USAID & Nike Foundation).
- Supported the 2011 US Department of State’s “Youth Sports Management Exchange” (program for sport officials of Colombia, Ecuador & the US).

**2010 Recopa Sudamericana Intern, Liga**

**Deportiva Universitaria de Quito, Quito, Ecuador**

- Helped with Protocol for visitor’s team (Estudiantes LP) delegates, media public relations in Quito & travel logistics for the final match in Buenos Aires, Argentina.

- Visited Youth Development Teams of Lanus (Argentine professional football team) for learning “best practices” for both First & Youth Development Teams with Liga’s Sporting Manager.

**Sports Volunteering, Academic Events & Studies in the US & Switzerland**

- StreetSoccerUSA Cup; EKS Challenge; Marine Corps Marathon.
- US Institute of Peace’s Symposium on Sports & Peacebuilding ; Lausanne Int’l. Sports Management Conference; AISTS’s Leadership Challenges in Sport Seminar.
- Studies with high-level FIFA, IOC, CAS & ECJ members & sports professionals.

**Sports**

- 4<sup>th</sup> Dan black belt, Japan Karate Association (JKA-SKDI).



Fluent  
ENGLISH,  
HINDI,  
GUJARATI

Intermediate  
ARABIC

Beginner  
FRENCH



## DALAL TAHA

### INDIAN, 25 YEARS

3 YEARS AS A BUSINESS  
CONSULTANT IN THE IT INDUSTRY  
1 YEAR AS A SYSTEMS ENGINEER  
IN THE FINANCE INDUSTRY

Bachelor of Engineering  
(Computers), University  
of Mumbai, India

### Work Experience

#### Business Consultant, Synergy Software System LLC, Dubai, United Arab Emirates

- Architected and developed a Human Resource and Payroll vertical solution for the Middle East and Africa region on ASAP HCM.
- Assisted with the implementation of a new payroll legislation called Wage Protection System in U.A.E.
- Implemented a time sheet system for Dubai Transport Company that increased productivity by 15% over a period of 6 months.

#### Associate Consultant, Synergy Software System LLC, Dubai, United Arab Emirates

- Delivered the Emaar Hospitality Group project that included solution design, training, data migration, business

pilots and go live support.

- Designed, developed and implemented the core build for Marriot Group of Hotels in the Middle East integrating Human resources and Payroll solution to Sun Financials.
- Designed and presented a proof of concept to Auchan Group for their human resources and payroll requirements.

#### Systems Engineer, BDO Haribhakti & Co., Mumbai, India

- Designed and developed an e-Tax software.
- Implemented the full life cycle of software development - Software analysis, design, coding, integration, testing and support.

### Sports

Football (FA certified level 1 coach), Cricket, Basketball, Volleyball.

Bachelor of Arts in Architecture,  
Ecole Polytechnique Fédérale  
de Lausanne, Switzerland  
Master of Arts in Architecture,  
Ecole Polytechnique Fédérale  
de Lausanne, Switzerland

**DECARO PATRICK**  
**US, GERMAN, SWISS,**  
**27 YEARS**

2 YEARS AS  
AN INDEPENDENT ARCHITECT  
9 YEARS AS A MARTIAL ARTS  
INSTRUCTOR / COACH



Mother tongue  
ENGLISH,  
FRENCH,  
GERMAN

Fluent  
ITALIAN,  
SPANISH

Intermediate  
PORTUGUESE

Beginner  
DUTCH

**Work Experience**

**Architect, DeCaro Architecture & Design,  
Lausanne Switzerland**

- Concept and design of a 400-bed international hospital in Ad Dammam, Saudi Arabia.
- Concept and design of an orthopedic physiotherapy center in Divonnes les Bains, France.
- Branding concept (vision, logo, website, brochures, etc.) of "ThinkHealth Project", a non-profit association promoting human health and quality of life .

**Academic tutor / coach, Geneva area, Switzerland**

- Provide help to students with academic difficulties in various subjects (dyslexia, ADHD, etc.).
- Coach children with heavy social issues and difficulties.

**Martial arts coach / instructor, Geneva - Lausanne area,  
Switzerland**

- Head instructor of a Brazilian Jiu-Jitsu club in Lausanne.
- Provide physical, mental, and strategic preparation for professional fighters.

**Sport Accomplishments: Brazilian JiuJitsu:**

3-time European champion, 5-time French champion, 4-time Swiss champion. **Grappling:** 1st place in NAGA World Cup 2010, Miami Florida. **Mixed Martial Arts:** professional fight record of 3-1-0

**Sports**

Volleyball, Tennis, Wakeboarding, SCUBA diving, Springboard diving, Horseback riding, Judo, Boxing, Kickboxing, Mixed martial arts, Grappling, Wrestling, Brazilian jiu-jitsu



Fluent  
SPANISH,  
ENGLISH

Beginner  
FRENCH



## DURÁN ANDRÉS

### COLOMBIAN, 27 YEARS

4 YEARS AS A SALES  
ANALYST, COORDINATOR AND  
ACCOUNT MANAGER IN MASS  
CONSUMPTION INDUSTRIES

Bachelor of Administration  
in International Business,  
Universidad del Rosario,  
Colombia

### Work Experience

#### Account Manager, Owens-Illinois, Bogotá, Colombia

- Responsible for glass container sales and growth for the cosmetics and pharmaceutical industries.
- Project development, bonus plans and strategies for sales growth.
- Sales forecast planning and accuracy.

#### Sales Administration Coordinator, Owens-Illinois, Bogotá, Colombia

- Sales administration for top accounts such as SAB Miller and Coca-Cola.
- Responsible for the obsolete and low rotation inventory, presenting a reduction in breakage.
- Responsible for production programming and optimal inventory levels.

#### Sales Administration Analyst, Newell Sanford, Bogotá, Colombia

- Commercial Agreements with top customers (supermarkets, wholesalers, distributors).
- Prices, rebates and discounts for other customers (retailers).
- Incentive plans for sales force and sales reports for Executive team.

### Sports

Football, Softball, Tennis, Indoor cycling

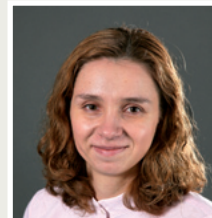
Specialist in Linguistics and Intercultural Communication, Moscow Pedagogical State University

## ENGALYCHEVA

EKATERINA

RUSSIAN, 29 YEARS

8 YEARS AS ADVISOR IN INTERNATIONAL TRADE  
WORKED AT 4 OLYMPIC GAMES



Mother tongue  
RUSSIAN

Fluent  
ENGLISH

Intermediate  
FRENCH

Beginner  
GREEK,  
UKRAINIAN

### Work Experience

#### Analyst, Japan External Trade Organization, Moscow

- Monitored, analyzed and reported on the economic developments, business risks and opportunities for the company's website.
- Identified and interviewed key industry experts for reports.
- Established and maintained contacts with partner organizations, institutions, business experts.

#### Trade & Investment Advisor, Embassy of Great Britain and Northern Ireland to Russia, Moscow

- Delivered market research reports, provided solutions to UK companies, assisted them in their export strategies, helped find partners and overcome problems in trading.
- Successfully organized and led trade missions.

- Promoted UK expertise in a number of sectors.

#### Olympic Games Work Experience

- Vancouver 2010 Olympic Games, Co-program Manager
- Beijing 2008 Olympic Games, Deputy Program Manager
- Torino 2006 Olympic Games, Resident Services Centre Coordinator at Torino Olympic village
- Athens 2004 Olympic Games, Spectator Services administrator
- European Youth Olympic Festival 2007 in Belgrade, Press Centre Coordinator

#### Sports

Swimming, Yoga, Skiing



Fluent  
ENGLISH

Intermediate  
FRENCH

Beginner  
GERMAN



## FARMER RIESEN

TANIA

**AUSTRALIAN, 43 YEARS**

10 YEARS PROJECT  
MANAGEMENT EXPERIENCE  
8 YEARS MANAGEMENT  
EXPERIENCE IN LEGAL  
INDUSTRY

Bachelor of Economics, La Trobe  
University, Melbourne, Australia

### Work Experience

**National Manager of Project Services,  
Minter Ellison Lawyers, Sydney, Australia**

- Responsible for strategy, development, training and financial management
- Responsible for legal and business projects and resources across three states
- Represented the group to internal and external clients including at board meetings

**Baker & McKenzie, Zurich, Switzerland**

- Working for online legal information and training subsidiary (LawInContext)
- Review and re-write texts for legal publication and training programs

### Sports Accomplishments

Waterskiing – Two Australian National Team Titles (show skiing). Participated with Australian representative team to the Seoul Olympic Games. Three Victorian State Titles (ski racing).

### Sports

Running, Cycling, Swimming, Snow skiing, Scuba diving, Bush walking

Bachelor of Commerce  
(Marketing and International  
Business), University of  
Tasmania, Australia, 2004

Bachelor of Information Systems,  
University of Tasmania, Australia,  
2004

## HASELL BRETT

**AUSTRALIAN, 27 YEARS**

5 YEARS AS A MARKETING  
MANAGER IN TELE-  
COMMUNICATIONS INDUSTRY  
2 YEARS AS NATIONAL  
ACCOUNT MANAGER IN  
TELECOMMUNICATIONS  
INDUSTRY



Fluent  
ENGLISH

Beginner  
FRENCH  
CHINESE  
(MANDARIN)

### Work Experience

#### Marketing Manager, Telstra Corporation, Melbourne, Australia

- Developed sports mobile content marketing campaigns for the 2006 Melbourne Commonwealth Games.
- Developed, designed and built post-paid mobile retention, acquisition and usage stimulation programs.
- Drove usage of Mobile Television, Internet, Email, messaging and application usage within consumer and business segments.

#### National Account Manager, i-mate, Melbourne, Australia

- Responsible for overall profitability of the account whilst exploring new areas of opportunity in the market place.
- Facilitated sales and marketing activity and managed

relationships for all channels to market.

### Sports Accomplishments

- State Athletics 800m Finalist (1997-2000)

### Sports

Cycling (Road and Mountain bike), Triathlon (Olympic and Half Ironman), Football (Club Football Finalist 2001), SCUBA Diving

## PARTICIPANT

## PROFILES 2011



Fluent  
ENGLISH

Beginner  
FRENCH AND  
PORTUGUESE



## HEWITT JOHN

**CANADIAN AND BRITISH,  
34 YEARS**

8 YEARS AS SENIOR MANAGER OF  
INDOOR SPORTS FACILITY.  
2 YEARS IN MARKET RESEARCH  
AND GEODEMOGRAPHIC  
SOLUTIONS INDUSTRY.

Bachelor of Arts (Hons)  
in Geographic Analysis, Ryerson  
University, Canada. Specialized  
in the use of Geographic  
Information Systems (GIS)

### Work Experience

**Chief Operations Officer/Owner,  
Next Paintball Inc., Toronto, Canada**

- Developed viability analysis and formal business plan to direct the company in achieving profitability goals.
- Leveraged strategic insights and financial analysis to create programs that reduced costs, increased earnings and expanded market share.
- Advanced the organization's business goals through the use of technology and innovative problem solving in the creation of effective strategies and operational efficiencies.

**Market Analyst, Pitney Bowes Business Insight,  
Toronto, Canada**

- Prepared and documented trade area maps, market research studies, census reports, estimates and projections

benchmarked against customer requirements.

- Acted as a technical liaison between clients and sales team to develop new projects.
- Created custom spatial and demographic solutions for clients.

### Sports

Volleyball, Beach Volleyball, Golf, Football, Tennis, Basketball, Squash, Hiking



Master of Science in Chemistry,  
Physics, Mathematics, and  
Computer Science, ENSCBP,  
Bordeaux, France

## KLEINDIENST ANTOINE

**FRENCH, 25 YEARS**  
1 YEAR IN CHEMISTRY AND  
PHARMACEUTICAL INDUSTRY



Mother tongue  
FRENCH

Fluent  
ENGLISH

Beginner  
SPANISH,  
ITALIAN

### Work Experience

#### Environmental, Safety and Health Engineer, Servier, Paris, France

- Researched the characteristics of chemical substances in close collaboration with the chemistry divisions, and the computer department.
- Created a generic chemical risk assessment method.
- Contributed to the smooth function of services (audits, prevention plans, waste treatment, etc.).

#### Research Engineer, MyAntec, Leiden, The Netherlands

- Development and valuation of application methods for analysis with HPLC-EC system (High Performance Liquid Chromatography with Electrochemical Detection), in pharmaceutical and food areas.
- Creation of application notes and posters in order

to support clients and to promote analyzers.

#### Sport Volunteer, ENSCPB, France

- Committee member of ENSCPB Sports Association.
- President of ENSCPB Skiing Association.
- Organization of multi-disciplinary sport and inter-university tournaments in Bordeaux.

#### Sports

Football, Tennis, Golf, Basketball, Sailing, Skiing,  
Swimming, Handball



Fluent  
RUSSIAN,  
ENGLISH

Intermediate  
GERMAN

Beginner  
FRENCH



**KOROLEVA**  
**KLENA (KLYONA)**  
**RUSSIAN, 26 YEARS**  
5 YEARS EXPERIENCE  
IN ADAPTIVE SPORT

Master in Cultural Studies and Art,  
Federal State University of Culture  
and Art, St-Petersburg, Russia  
Ph.D (pedagogical), Federal State  
Institution "Saint-Petersburg  
Scientific-Research Institute  
of Physical Culture," Russia

### Work Experience

#### Russian Paralympic Football Team, Moscow, Russia

- Assistant to the head coach
- Conducted scientific research

#### The State Committee of Physical Culture and Sport, St-Petersburg, Russia

- Served as the main specialist of sport for disabled people (control of sport events, coordination of athletes for international competitions, distribution of funds among different sports, liaison with sport federations)
- Functioned as the departmental specialist for the construction of sport buildings for disabled people

#### The "Saint Petersburg National State University of Physical Education, Sports and Health Named after P. F. Lesgaft," St-Petersburg, Russia

- Professor of Theory of Adaptive Sport

### Sports

Tennis, Swimming, Golf, Dancing

Master in Geosciences,  
University of Lausanne,  
Switzerland

## KRIEG JÉRÔME

**SWISS, 32 YEARS**

6 YEARS AS A PARAGLIDING  
AND SPEEDFLYING PART-TIME  
INSTRUCTOR AND TANDEM  
PILOT 3 YEARS AS A PART-  
TIME SUBSTITUTE TEACHER  
IN PRIMARY AND SECONDARY  
SCHOOLS IN LAUSANNE



Fluent  
FRENCH,  
ENGLISH

Intermediate  
GERMAN

### Work Experience

**Paragliding and speedflying instructor and tandem pilot, Montreux, Verbier, Interlaken, Switzerland**

- Practical and theoretical teaching.
- Involvement in Paragliding schools marketing strategies.

**Substitute Teacher, Lausanne, Switzerland**

- Sport, Languages, Geography, Maths

**Events organisation**

- Montreux Jazz Festival (8 editions), F&B department.
- Internship at Meeting.com, Congress Organisation.

**Marketing and Communications Intern, Gin Gliders, Paragliding manufacturer, South Korea**

- Involvement in the R&D the communication strategies for new up and coming products and the growth of advertising networks.

### Sports Accomplishments

Aerobatics Paragliding World Cups in 2003, 2004 and 2005  
Cross country Paragliding World Cups in 2006  
Speedflying national championships 2009, 2010, 2011  
Basketball, 1st national league, Renens, from 2002 to 2005

### Sports

Paragliding, Speedflying, Basketball, Rock-climbing,  
Kitesurfing, Tennis, Skiing



Fluent  
GERMAN,  
ENGLISH

Intermediate  
FRENCH



## LITSCHER RICO

**SWISS, 28 YEARS**

1 YEAR MANAGEMENT  
IN FITNESS INDUSTRY  
6 MONTHS MANAGEMENT  
IN A SPORT MARKETING AGENCY  
2 YEARS AS A PROFESSIONAL  
ATHLETE AT THE OLYMPIC OVAL  
IN CALGARY/ CANADA

Bachelor of Science in Exercise  
and Sports Sciences, University  
of Basel, Switzerland

### Work Experience

**Head of Marketing and Business Development,  
MPS Sportmanagement GmbH, Basel, Switzerland**

- Development, budgeting and execution of national marketing and communications strategies.
- Responsible for planning and execution of key projects.
- Liaised directly with clients, retailers, partners, agencies, media, athletes and sport organizations.

**Assistant Manager and Personal Trainer,  
Forum Sports Club, Basel, Switzerland**

- Acquired new members and support of current clients.
- Accounting.
- Led and coordinated staff.

### Sports Accomplishments

National Champion Sprint Speedskating 2009, World Cup Participant and Member of Swiss National Team 2005-2010, Participant Winter University Games: 2005 Innsbruck, 2007 Torino, 2009 Harbin

### Sports

Speedskating, Golf, Cycling, Skiing, Ice Hockey, Tennis, Fitness

Bachelor in Social Communications, emphasis on Publicity at PUC-Rio, Brazil. Master of Business Administration, emphasis on marketing at IAG PUC-Rio, Brazil. Dissertation on sports consumption. EASM (European Association for Sports Management) Summer School 2010

## LUTTERBACH PENNA MARCELO HENRIQUE

**BRAZILIAN, 26 YEARS**  
2 YEARS AS MARKETING  
ANALYST IN RELATIONSHIP  
MARKETING FIRM



Mother tongue  
PORTUGUESE

Fluent  
ENGLISH  
GERMAN

Intermediate  
SPANISH

Beginner  
FRENCH

### Work Experience

#### Internship at PUC-Rio Experimental Advertising Agency, Rio de Janeiro, Brazil

- Responsible for the prospection of Third Sector clients, in order to divulge their cause cost free.
- Provide the link and manage the relationship between clients and agency. Main clients: Portinari Project, Amigas do Peito Breastfeeding Group, Rio Planetarium and Olympic Vila of Gamboa.

#### Trainee at Gennoa Marketing Consultants

- Responsible for the development of Amigas do Peito Breastfeeding Group marketing plan.

#### Marketing Analyst at MKTEC Relationship Marketing – mktec.com.br

- Composed the marketing team responsible for the large Brazilian health insurance company Golden Cross.
- Weekly meetings with directors of areas such as marketing, finance, law and operations at Golden Cross to develop their customer relationship plans.
- Database marketing management and service provider for Golden Cross' marketing division.

#### Sports Accomplishments

Amateur U-14 National Football Champion (Copa Trivella)

#### Sports

Football, Road Cycling, Golf, Volleyball, Basketball, Running, Skiing, Swimming and Tennis.



Fluent  
ENGLISH,  
FRENCH

Beginner  
SPANISH



## MACRAE NICOLE

**CANADIAN, 25 YEARS**

5 YEARS IN COMMUNICATIONS AND MARKETING INDUSTRIES 6 MONTHS AS A CONTRACTOR IN EVENT MARKETING FOR NORTH AMERICA

Bachelor of Arts in Communication and Culture, University of Calgary, Canada  
Associate Certificate in Marketing Management, British Columbia Institute of Technology, Canada

### Work Experience

**Marketing Events Contractor – North America, Sophos Inc., Vancouver B.C., Canada**

- Responsible for general event organization for all North American events
- Supported the Marketing Events Manager
- Ordered and shipped promotional items and literature for various events

**Administration Management, Gold Fields Canada**

**Exploration Corporation BV, Vancouver B.C., Canada**

- Responsible for the accounting and balancing of company books, for three companies
- In charge of Environmental Health and Safety for Canadian office and camps
- General administrative and human resource tasks

**IT Technician, Federal Government, Vancouver B.C. and Calgary AB., Canada**

- Worked for two separate federal elections of Canada
- Worked with many programs on computers to ensure citizens were properly registered in the appropriate electoral district
- Responsible for voters rights on election day

**Volunteer, Vancouver 2010 Olympics, Vancouver B.C., Canada**

- Worked in Athlete Services for Biathlon events.
- Worked with Stadium Crew for the setup of races.

### Sports

Swimming (provincial level), Cross-Country Skiing, Snowboarding, Fitness (Spinning, Yoga, Running), Golf and Soccer.

Bachelor of Science in Business Administration (Financial Management & Accounting, Minor in Economics), California Polytechnic State University, San Luis Obispo, CA, USA Courses in Anatomy, Exercise Physiology, Biomechanics, & Sports Nutrition, University of California Los Angeles, CA, USA

## MILLER ANITA

**AMERICAN, 28 YEARS**

7+ YEARS IN FINANCIAL ANALYSIS IN FINANCIAL SERVICES, DIGITAL MUSIC, EDUCATION, AND PORTFOLIO MANAGEMENT VOLUNTEER AT VARIOUS SPORTS ORGANIZATIONS AND EVENTS



Fluent  
ENGLISH

Intermediate  
FRENCH

Beginner  
ITALIAN,  
SPANISH

### Work Experience

**Principal Budget Analyst II, University of California Los Angeles (UCLA), Los Angeles, CA, USA**

- Responsible for auditing, pricing, budgeting, and analyzing sales activities on campus.
- Budgeting, Variance Analysis, and Reporting of Administrative Units and Office of Information Technology on Campus.

**Financial Analyst, Napster, Inc., West Hollywood, CA, USA**

- Responsible for forecasting, budgeting, analysis, and monthly close on company finances and managed International profit & loss statements.
- Restructured marketing expense tracking and analyzed statistical sales data.

- Monthly, Quarterly and Annual reporting of company's overall financial status.

**Financial Analyst, HSBC Credit Card Services, Salinas, CA, USA**

- Monitored \$500 million marketing budget for major Brands. Forecasted marketing expenses quarterly.
- Monitored \$300 million operations budget.
- Researched data for a \$2 million internal fraud embezzlement case for Corporate headquarters. Developed a process for cost center managers to review and validate vendors and payments, thereby improving internal controls.

### Sports

Football (soccer), Field Hockey (varsity and university level), Fitness (spinning, pilates, yoga, rowing), Skiing, Kickball, Dodgeball



Fluent  
GERMAN,  
ENGLISH

Intermediate  
ITALIAN

Beginner  
FRENCH,  
SPANISH



## NAVERSNIK

MICHAEL

AUSTRIAN, 32 YEARS

7 YEARS AS CONSULTANT  
AND PROJECT MANAGER FOR  
EUROPEAN MANAGEMENT  
CONSULTANCY

Bachelor of Science in Business  
Administration, University  
of Bari, Italy  
Diplom Kaufmann (Univ.),  
University of Augsburg,  
Germany

### Work Experience

**Project manager, management consultancy,  
long-term assignments Europe-wide**

- Responsible for sales / marketing as well as procurement / supply chain management projects for diverse clients including market leader of sporting goods manufacturing, wholesalers, retailers and agencies
- Interim management of up to 200 Mio.€ p.a. budgets and approx. 50 project members.
- Distinct project management skills for interdisciplinary and multinational teams (planning - implementation - controlling).
- General knowledge of international sports business (industry, agencies, organizations & events).

- Profound negotiation and presentation skills throughout all levels of profit- and non-profit organizations including management board, shareholder and stakeholder
- Proven leadership skills with abilities in coaching, supervision, organizational development, team building and leadership training

### Sports

Handball (active player + club management), Tennis (university level coach), Skiing (high-school level instructor), Climbing, Beach volleyball, Mountain biking



Bachelor of Business Administration  
(with Honours), Bishop's University,  
Lennoxville, Québec, Canada  
Certification in European  
Management, Ecole Supérieure  
des Sciences Commerciales  
d'Angers (ESSCA), Angers,  
France

## NOVAK JACQUELYN

**CANADIAN, 30 YEARS**

7 YEARS AS A MANAGEMENT  
CONSULTANT FOR DELOITTE  
2 YEARS AS A MARKETING  
AND BRAND COMMUNICATIONS  
CONSULTANT



Fluent  
ENGLISH,  
FRENCH

Intermediate  
GERMAN

### Work Experience

**Management Consultant, Deloitte Consulting, Toronto, Canada (5 years) & Paris, France (2 years)**

- Business development, project management and delivery for 16 clients and 23 different projects in Canada, US, Caribbean, North Africa and Europe.
- Acted as Chief of Staff for Deloitte Public Sector Practice, developing strategic plans and marketing materials for 26 countries.
- Conducted organization review of the Ontario government's tourism marketing agency (OTMPC).
- Designed customer service assessment program for Cayman Islands tourism industry; recommended industry improvement initiatives.

- Member of Deloitte's Global Athlete Network, providing input to Vancouver 2010 and London 2012 Olympics.

**Director of Business Operations / Co-Founder, Punchcard Media, Toronto, Canada**

- Business development, operations and concept design for a small marketing and brand communications firm in the Toronto cultural and arts community.

### Sport Accomplishments

2006 Canadian Senior Women's All-Star Team (Outfield),  
2005 Canadian Women's Softball Champions, 1997 & 1998  
Women's Softball Indoor World Cup Finalists

### Sports

Softball, Volleyball, Basketball, Downhill Skiing, Tennis,  
Badminton, Scuba diving, Track and Field, Indoor Soccer,  
Dragonboat

## PARTICIPANT

## PROFILES 2011



Fluent  
GERMAN,  
ENGLISH

Intermediate  
FRENCH

**PEINEL MONIKA**

**GERMAN, 29 YEARS**

5.5 YEARS IN THE  
LEGAL INDUSTRY  
2 YEARS IN TICKETING  
SERVICES

Jurist (Univ.), Ludwig-  
Maximilians-Universität  
München, Munich, Germany

**Work Experience**

**Legal traineeship, Oberlandesgericht München /  
Higher Regional Court of Munich, Germany**

- Practical experience in the German jurisdiction, administration and advocacy in civil, criminal, public and tax law: Preparation of judgments in civil law cases, holding of the taking of evidence, representation of the public prosecutor in trials, preparation of bills of indictment, legal consulting for clients, preparation of written pleadings, preparation of tax returns.

**Research assistant and working student at Streck Mack  
Schwedhelm, lawyers specialized in tax law, Munich,  
Cologne, Berlin, Germany**

- Preparation of written pleadings in tax and civil law

- Scientific research for publications and articles in academic and professional journals

- Administrative duties

**Working student, sales department, Ticketbox,  
Munich, Germany**

- Promotion and ticket sales for major sports events hosted in Germany
- Ticket sales on behalf of FC Bayern München

**Sports**

Equestrian Sport (dressage and show jumping),  
Skiing, Running

Bachelor of Arts in History and  
Political Science, University of  
Geneva and Fribourg, Switzerland

## PFISTER BENEDICT (LUCAS)

**SWISS, 34 YEARS**

7 YEARS AS SPORTS JOURNALIST

5 YEARS AS MEDIA AND  
COMMUNICATION OFFICER  
IN INTERNATIONAL SPORTS  
INDUSTRY

2 ½ YEARS AS CONSULTANT



Fluent  
GERMAN,  
FRENCH,  
ENGLISH

Intermediate  
SPANISH

Beginner  
PORTUGUESE,  
ITALIAN

### Work Experience

**Sports journalist, newspaper „Der Bund“,  
Bern, Switzerland**

- Writing and publishing articles.

**Media and communication officer, UEFA  
(Union of European Football Associations)  
and EURO08 S.A., Nyon, Switzerland**

- Coordination and statistics of the 32  
Champions League teams
- Working and producing on magazines and books
- Jointly responsible for the accreditations of the Media  
for the Champions League Final 2005 in Istanbul  
(AC Milan – FC Liverpool)

**Finance and New Business Consultant,  
Swisscom AG, Bern, Switzerland**

- IT Support
- E-Banking and Finance consultant
- Translator in German, French and English

### Sports

Football, Ice hockey, Tennis, Table tennis, Skiing, Judoka,  
Jogging, Fitness, Roller-skating



Fluent  
PORTUGUESE,  
ENGLISH

Intermediate  
SPANISH

Beginner  
FRENCH



## PLUM THAYSSA ROBERTA

**BRAZILIAN, 24 YEARS**

3 YEARS AS SPORTS  
REPORTER 7 MONTHS AS  
TV PRESENTER

Bachelor of Arts in Media  
Studies, Federal University  
of Rio de Janeiro, Brazil

### Work Experience

#### Sports Reporter, Sistema Globo de Rádio, Rio de Janeiro, Brazil

- Sideline reporter in sports events, such as FIFA World Cup qualifying, Libertadores Cup, Brazilian Championship and Volleyball World League
- Production of special reports regarding Brazilian Olympic athletes, sports industry, sports marketing and women in sports
- Production of special reports regarding sports memory: “Pelé – 70 years”, “Maradona – 50 years”, “Brazil three times world champion – 40 years”

#### Sports Presenter, SporTV (Globo TV affiliated), Rio de Janeiro, Brazil

- Presentation of newspaper articles regarding FIFA World Cup South Africa for the TV show “Good Morning, Africa”

#### Sports Presenter, TV Esporte Interativo, Rio de Janeiro, Brazil

- Production of sports TV shows
- Presentation before and after European championships matches (Premier League, Bundesliga, Lega Calcio, Liga Portugal) and NBA

### Sports

Volleyball, Beach volleyball, Football, Running, Cycling.

Graduate in Physiotherapy, College of Physiotherapy Prof. Dr. P. Vogler, Berlin, Germany

Postgraduate Qualifications in Functional Kinetics, Manual Therapy, Muscle Chains, Trigger Points, Mulligan's Concept, Strain and Counter-strain, Lymph drainage and Golf-Physio-Trainer (EAGPT)

### Work Experience

#### Physiotherapist, Orthopedic University Hospital, Lausanne, Switzerland

- In charge of the pre- and post-surgery rehabilitation in orthopedic, traumatology and rheumatology patients.
- Supervisor for physiotherapy students in their practical stage.
- Sports physiotherapist at the Olympic Games 1992, International Red Cross, Barcelona, Spain.
- Teacher in Functional Kinetics, College of Physiotherapy ECVP, Lausanne, Switzerland.
- Lectures in Functional Kinetics, Sports rehabilitation Center Physabek, Montreal, Canada.

## POLI DANJA

### GERMAN AND SWISS, 44 YEARS

20 YEARS AS A  
PHYSIOTHERAPIST  
SPECIALIZING IN  
ORTHOPEDECS



#### Independent Physiotherapist, Pully Switzerland

- Treatment of sports injuries, acute and chronic pain and post-surgery rehabilitation.
- Care and treatment of golfers by teaching a biomechanically optimized swing offering symptom-free-golf and prevention of injuries.
- Development of a back care prevention program for adults at their office and for children in primary schools.
- Participation in a research project of the FHL-Syndrom (Flexor Hallucis Limitus) with the Swiss Ortho Clinic.

#### Sports

Swimming, Badminton, Skiing (regional championship level), Golf, Tennis, In-line Skating, Running, Cross Country Skiing, Hiking. Certified Instructor in Pilates (mat program) and Nordic walking (SNO).



Fluent  
GERMAN,  
FRENCH,  
ENGLISH,  
ITALIAN

Intermediate  
SPANISH

## PARTICIPANT

## PROFILES 2011



Fluent  
FRENCH,  
ENGLISH

Beginner  
SPANISH



## PROULX GOULET GUILLAUME

**CANADIAN, 28 YEARS**

4 YEARS AS CHAIRMAN OF THE  
BOARD FOR A UNIVERSITY ELITE  
SPORT PROGRAM 3 YEARS IN  
SPORT EVENT MANAGEMENT

Bachelor of Science in Physical  
Education, Université du Québec  
à Montréal, Canada

### Work Experience

**Sport journalist, RDS, Montréal, Canada**

- Write sports news for a TV station

**Chairman of the board, Club les Citadins  
de l'UQAM, Montréal, Canada**

- Represented athletes within the administration  
of the UQAM's Sports Center
- Organized financing activities
- Managed the budgets of the teams

**Volunteer coordinator, The Montreal Championship,  
Synchro sports, Montréal, Canada**

- Recruited and managed up to 1000 volunteers  
for the PGA Champions Tour event, The Montreal  
Championship
- Assisted the tournament coordinator in her duties

### Sports

Skiing (University race team), Ice hockey, Baseball

Bachelor of Sports Science,  
Technical University of Lisbon,  
Faculty of Human Kinetics,  
Portugal

## RELÍQUIAS TERESA CÁTIA PORTUGUESE, 27 YEARS

3 YEARS AS PHYSICAL  
EDUCATION TEACHER  
2 YEARS AS WOMEN'S FITNESS  
INSTRUCTOR 2 YEARS AS  
HANDBALL AND FOOTBALL  
ASSISTANT COACH



Fluent  
PORTUGUESE,  
ENGLISH

Intermediate  
FRENCH,  
SPANISH

### Work Experience

#### Physical Education Teacher, Lisbon, Portugal

- Responsible for planning and conducting classes and evaluating students
- Promoted a healthy lifestyle in the students as well as in the community
- Improved the motor and relational skills of students

#### Sports & health instructor in women's fitness center, Lisbon, Portugal

- Responsible for planning, and conducting group fitness classes
- Evaluated needs and risk factors and built fitness programs accordingly
- Educated members on leading a healthy lifestyle

#### Liaison to American female football youth national teams, Lisbon/Albufeira, Portugal

- Responsible for Portuguese contacts and translation
- Researched and contacted Portuguese teams for official matches
- Accompanied the teams and organized leisure periods

### Sport Accomplishments

Portugal Women's National Football Team member, 10 times Portuguese National Female Football Champion, 5 times winner of the Portugal's Cup, 8 appearances in the UEFA Women's Champion's League (ex-UEFA Women's Cup), Winner of the Portuguese National University Futsal Championship, 2005

### Sports

Football, Gymnastics, Futsal, Handball, Fitness



Fluent  
ENGLISH

Beginner  
FRENCH



## RUDNISKY STEPHANIE

**CANADIAN, 26 YEARS**

3 YEARS IN SPORTS

ADMINISTRATION AND EVENT/  
TOURNAMENT COORDINATING

Bachelor of Arts in English  
Language and History, University  
of British Columbia, Vancouver,  
Canada

### **Work Experience**

#### **Events and Youth Programs Manager, Volleyball BC, Burnaby, Canada**

- Coordinated and managed a staff of 8 to run workshops for elementary schools. Directed the Youth Volleyball Program for skill development amongst youth aged 9-12. Liaised with clubs and community organizations interested in implementing training programs.
- Managed and supervised 50 youth high school and club tournament.

#### **Tournament Coordinator, Field Hockey BC, Vancouver, Canada**

- Interacted with the host clubs for the men's and women's club championships which included generating the schedule, program creation and allocation of officials

for all club championship tournaments.

- Tournament Director for the 2008 U19 Men's National Tournament and the Vancouver International Tournament.

#### **Director of Basketball, UBC REC, University of British Columbia, Vancouver, Canada**

- Managed the hiring, training and the continued development of a staff of ten. Administrated entire basketball league operation for the intramural program.
- Coordinated the regular and playoff schedules of a 100-team league. Rescheduled games as required, notified teams of changes and ensured the website was accurate and updated.

### **Sports**

Basketball, Soccer, Futsal



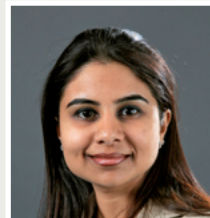
Bachelor of Commerce in Business and Economics from Mithibai College of Arts and Commerce, Mumbai University, India  
 Indian Certificate of Secondary Education (ICSE) from Jamnabai Narsee School, Mumbai, India

## SARAIYA

JISHMA

**TANZANIAN, PIO-PERSON OF INDIAN ORIGIN, 35 YEARS**

13 YEARS OF SALES AND MARKETING EXPERIENCE; 9 YEARS AS A PRIVATE BANKER IN THE WEALTH MANAGEMENT DIVISION.



Fluent  
 ENGLISH,  
 GUJARATI,  
 KUTCHI,  
 HINDI

Intermediate  
 MARATHI

Beginner  
 FRENCH,  
 SWAHILI

### Work Experience

**Associate Vice President, Kotak Mahindra Bank Ltd, Mumbai, India**

- Provided Family Office Services to High Networth Individuals (USD 1 million & more) / Corporates with a proposition to manage their wealth across different asset classes.
- In a highly competitive scenario, acquired some of India's and Africa's prominent business family accounts and managed cumulative assets of USD 60 million.
- Led, mentored, trained, motivated and developed a team of sales trainees into a high performance sales team.
- Handled some of the firm's key accounts over the years and won numerous sales achiever's award over the years

**Major Account Manager, Loop Mobile, Mumbai, India**

- Key customer wins include India's largest hospitality chain.  
**Head, Tele-Marketing at Standard Chartered Bank, Mumbai, India**

- Won the Club Ton award for achieving highest number of new accounts and revenue in the given time.

### Sports Accomplishments

1992 Uber Cup World Badminton Championships player  
 1987 - 1990 Indian National Badminton Championships player

### Sports

Cycling, Swimming, Table Tennis, Badminton



Fluent  
FRENCH,  
ENGLISH

Intermediate  
SPANISH

Beginner  
GERMAN,  
RUSSIAN,  
JAPANESE



## THENUS MAXIME

### FRENCH, 28 YEARS

5 YEARS AS A WEB AND  
SOFTWARE ENGINEER IN  
TELECOMMUNICATIONS  
INDUSTRY, 6 MONTHS IN  
FINANCIAL INDUSTRY

MsC in Computer Science,  
INSA Lyon, France

### Work Experience

#### Technical Analyst, Sopra, Geneva, Switzerland

- Analyzed JPMorgan website for Private Banking clients and suggested evolutions to improve design and usability.
- Reviewed business requirements and wrote detailed technical specifications.
- Managed one Indian offshore team of 2-4 people to realize developments and tests.

#### Web and Software Engineer, Sogeti, Sophia-Antipolis, France

- Developed the administration website and statistics platform of France Telecom's Directory Assistance service, implemented a new process to enrich the database and trained the users of the new IT system.

- Conceived and developed a modern version of the website for IBM internal directory.
  - Involved in submitting bids to invitations to tenders.
- #### Software Engineer, Unilog, Sophia-Antipolis, France
- Conceived and developed the first migration phase of one part of Amadeus CAR application to Linux.

### Sports

Football, Running, Volleyball, Skiing, Snowboarding,  
Via ferrata

Master of Arts in International Relations, Graduate Institute of International Studies in Geneva, Switzerland

## TRAUTMANN ANDRES

**SWISS, 28 YEARS**

2.5 YEARS IN STRATEGY AND SALES DEPARTMENTS OF INTERNATIONAL AUTOMOTIVE COMPANY 4 MONTHS AS A VOLUNTEER IN A SPORTS-RELATED SOCIAL PROGRAM IN KENYA



Fluent  
GERMAN,  
FRENCH,  
ENGLISH

Beginner  
SPANISH

### Work Experience

**Inside Sales Manager and Project Administrator,  
Mercedes-Benz Schweiz AG, Schlieren, Switzerland**

- Development and implementation of standard reporting and planning tools
- Organization of sales agent conferences
- Responsible Project Manager for the reform and alignment of all standard dealer contracts
- Elaboration of new strategies and models for the operational steering of sales agents

**Intern, Delegation of the European Commission for Switzerland and the Principality of Liechtenstein**

- Research on public awareness of the relations between European Union and Switzerland
- Wrote reports on third states, international covenants,

lobbies and other stakeholders

- **Head of Marketing, Public Relations and Professional Player Management, American Football Club, Zurich Renegades**
- **Volunteer Physical Education Teacher/Coach, Mombasa Olympic Youth Organization, Kenya (a local non-profit organization active in youth sports and education)**
- **Assistant Coach, Swiss Junior National Team, American Football**

### Sport Accomplishments

6 times Swiss Champion American Football, Member of the Swiss National Team American Football, European Championships participant

### Sports

American Football, Football, Snowboarding, Sailing



Fluent  
SWEDISH,  
HUNGARIAN,  
ENGLISH

Intermediate  
FRENCH



## WESTBERG ESTER

**SWEDISH, 29 YEARS**

4 YEARS AS A CONSULTANT  
IN THE FINANCIAL  
INDUSTRY (PRIVATE  
BANKING)

Bachelor of Arts in Business  
Finance, University of Durham,  
United Kingdom  
Diploma in International Finance  
and Capital Markets, University  
of Brighton, UK

### **Work Experience**

#### **Associate Banker, BNP Paribas, Geneva, Switzerland**

- Account management/maintenance
- Financial transactions and cash management
- Client service - meeting financial needs and demands

#### **Assistant cash manager, Citibank, Geneva, Switzerland**

- Reconciliation of transfers
- Completion of cash transactions database for clients within the Middle East region

#### **Fitness instructor, Sweden**

#### **Tennis coach for children, UK**

#### **Guard at Wimbledon Championship**

### **Sport**

Running, tennis, fitness

Bachelor in English Literature  
and Linguistics & Minor in  
Finance and International Trade,  
Heilongjiang University, China

## ZHANG YU

### CHINA, 30 YEARS

5 YEARS IN SPORT EVENTS  
MANAGEMENT AND  
INTERNATIONAL AFFAIRS  
1.5 YEARS IN EXHIBITION AND  
CONVENTION INDUSTRY,  
AND MEDIA RELATIONS



Fluent  
ENGLISH,  
CHINESE

Beginner  
GERMAN,  
RUSSIAN,  
FRENCH

### Work Experience

#### Chief of International Affairs & Media Liaison, Sports Administration of Heilongjiang Province, Harbin, China

- Responsible for international sporting exchanges  
of the province
- Management of press conferences and media relations
- Official website and publicity

#### Head of Secretariat, International Department of Organizing Committee for the 24th Winter Universiade (World Winter University Games), Harbin, China

- Responsible for daily operation of the 300 staff  
department
- Assistant to the Executive Director-General in running  
human resource, finance, liaison with sport federations  
and participating countries

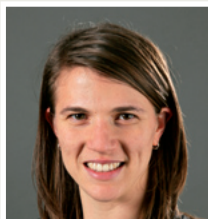
- Chief English-Chinese interpreter & International  
affairs coordinator
- Protocol Department, World Expo 2010, Shanghai, China**
- Vice Chief, Protocol Team of China Heilongjiang Pavilion
- Daily visits and exchanges with foreign pavilions
- Exhibition on-site coordination

### Sports

Skiing, Skating, Swimming, Roller-skating,  
Table tennis, Basketball



Fluent  
ENGLISH,  
FRENCH



## ZUSSMAN JULIANNE

**CANADIAN, 23 YEARS**

3 YEARS IN SPORTS RETAIL  
INDUSTRY

4 YEARS AS RUGBY COACH,  
MANAGER AND REFEREE

Bachelor of Arts in International  
Development Studies,  
McGill University, Canada

### **Work Experience**

**Sales Representative, lululemon athletica,  
Montreal, Canada**

- Educated consumers on yoga, running and gym products
  - Provided consumers with guidance on yoga and running events in the community
  - Responded pro-actively to consumers' individual needs
- League Coordinator, Montreal Touch Rugby League,  
Montreal, Canada**
- Developed the league schedule, and processed weekly results and website information
  - Managed game times, results, finances, and unexpected events
  - Refereed weekly matches

- **Player Representative, Players' Committee, Canadian National Rugby Team**
- **Assistant Women's Rugby Coach, Dawson College Women's, Montreal, Canada**

### **Sport Accomplishments**

Women's Rugby World Cup 2010, Team Canada

### **Sports**

Rugby, Running, Yoga



IMPRESSUM

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