

aists
MASTERING SPORT

MSA

Master of Advanced Studies in Sports
Administration and Technology*



*Ranked no. 2 Masters in Sport Management worldwide by Eduniversal

The AISTS MSA is co-signed by _____





MSA

Master of Advanced Studies
in Sport Administration and Technology
www.aists.org/msa

The AISTS MSA, a unique programme in the Olympic Capital

Organised by the **AISTS** (International Academy of Sports Science and Technology), the **AISTS MSA** is a unique postgraduate programme in sports management held annually in Lausanne, the Olympic Capital. Over the course of 14 months, participants are trained by experts in sport and academics, in the following multi-disciplinary fields applied directly to sport :

- Management & Economics
- Technology
- Law
- Sociology
- Medicine

The AISTS MSA degree is co-signed by some of the best academic and technology institutes of Switzerland: EPFL, University of Lausanne and University of Geneva.

The AISTS MSA is designed for sports-minded professionals wishing to achieve a stronger skill set for their existing or desired career in the sports industry. AISTS MSA participants 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. In addition, they come from a wide range of nationalities and professions, but all have the same goal of **Mastering Sport**.

The AISTS MSA is co-signed by _____



AISTS MSA **work experience requirements**

In addition to course requirements, AISTS MSA participants must also complete at least the equivalent of eight weeks of full-time work in the sport industry. Past participants have completed these requirements in the form of short-term work experience or by securing full-time jobs with organisations such as the International Olympic Committee, International Federations, sports organisations and sports marketing agencies.

To contact or recruit AISTS MSA 2014 Participants:

Email: info@aists.org

Phone: +41 (0)21 693 85 92

www.aists.org/2014

About the AISTS

The AISTS was founded in 2000 by the International Olympic Committee (IOC), EPFL, University of Lausanne, University of Geneva, IMD Business School, Ecole Hôtelière de Lausanne (EHL), the City of Lausanne and the Canton of Vaud.

The AISTS responds to the needs of the sports industry by focusing its activity on three key pillars:

EDUCATION

Educating leaders in sports management through adapted education programmes.

APPLIED RESEARCH

Providing knowledge and expertise in relevant fields applied to the sports environment.

CONNECTIONS

Acting as a strategic connector in the world of sport.

AISTS Mission

The primary mission of the AISTS is to Master Sport by positively contributing to sports management through a multi-disciplinary approach to education and sciences and by remaining at the forefront of the sport industry's development and the Olympic movement.



Christophe Dubi
Sports Director
at the International Olympic Committee (IOC)



Quickness, agility, creativity, professionalism and passion: This is 2014!

Throughout the year, each and every week, every single day, athletes will give their all in their quest for the ultimate performance. A hundred different factors go into such an achievement. The same is also true of sports organisations and sports administrators looking to perform at their best.

The pressure on sports organisations comes from the need to preserve their roots and history while adapting to a world of rapidly changing tastes and attitudes.

In this environment, they must be not only robust but also agile and creative. Ensuring the perfect delivery of day-to-day operations is a must. At the same time, administrators need to think far ahead and be strategic. A balance must be struck between the time and energy devoted to both.

The biggest challenge, however, is learning to take a step back and introduce changes when everything is going well. This takes courage.

In 2014, the IOC will deliver superb Olympic Winter Games in Sochi and dynamic Youth Olympic Games in Nanjing. Equally important, a number of IOC commissions and working groups will be working day in and day out to consider ways the Olympic Movement as a whole can perform at its ultimate best. Shaping the future will require hard work and total commitment. This is an exciting prospect in which we are all eagerly and actively participating.

Lastly, there is one more thing to learn from athletes: passion must be at the very heart of all our actions. Good luck to the AISTS MSA class of 2014!

A handwritten signature in black ink, appearing to be "C. Dubi". The signature is fluid and cursive, written on a white background.



Matt Smith

Executive Director

at the World Rowing Federation (FISA)



Today's dynamic world of sports offers us many exciting opportunities and challenges. To remain relevant, competitive and valuable, it is essential to advance, keep pace with industry changes and be at the forefront of our sport. As Executive Director of FISA, it is my responsibility to navigate and meet these challenges in a climate that necessarily demands us to be increasingly progressive and professional. One of the best ways we can respond to these demands is through education. By increasing the body of knowledge, questioning, testing, and sharing insights, we prepare ourselves to better shape the future and management of sports.

AISTS's demanding 14-month Master of Sports Administration (MSA) brings together carefully selected individuals from around the world to prepare them to become future leaders in our industry. As

an AISTS MSA speaker and one of the initiators of AISTS's Sports Event Management and Organisation Seminar; I know that what is taught in the classroom, in the fields and labs during these 14 months, produces individuals with robust skills, expertise, and ethics that are relevant to today's sports landscape. FISA has been able to draw upon this pool of talent, whether for filling critical roles or internship placements, to build our own team of sports management professionals. I look forward to following the journey of the 2014 class and watching them step up into leadership positions in the world of sport.

A handwritten signature of Matt Smith in blue ink, written in a cursive style.

AISTS MSA Class of 2014 Profile

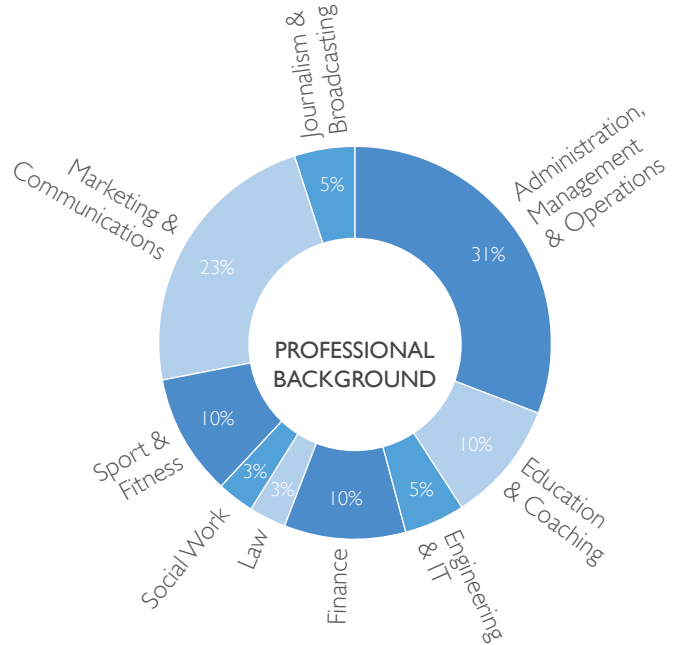
PARTICIPANTS: 41

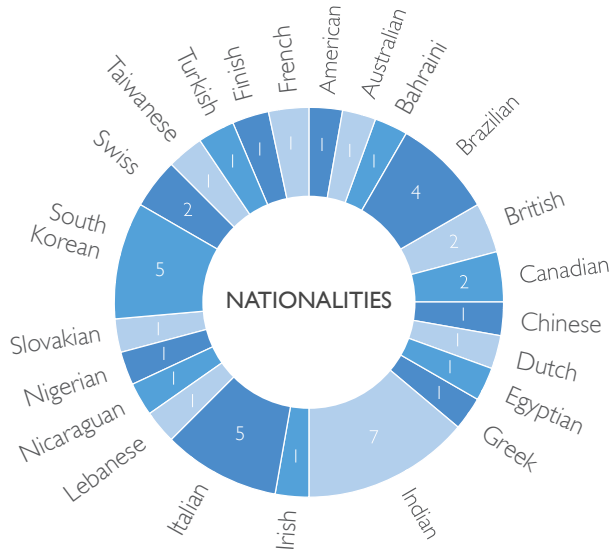


Women: 12 Men: 29



AVERAGE AGE: 29





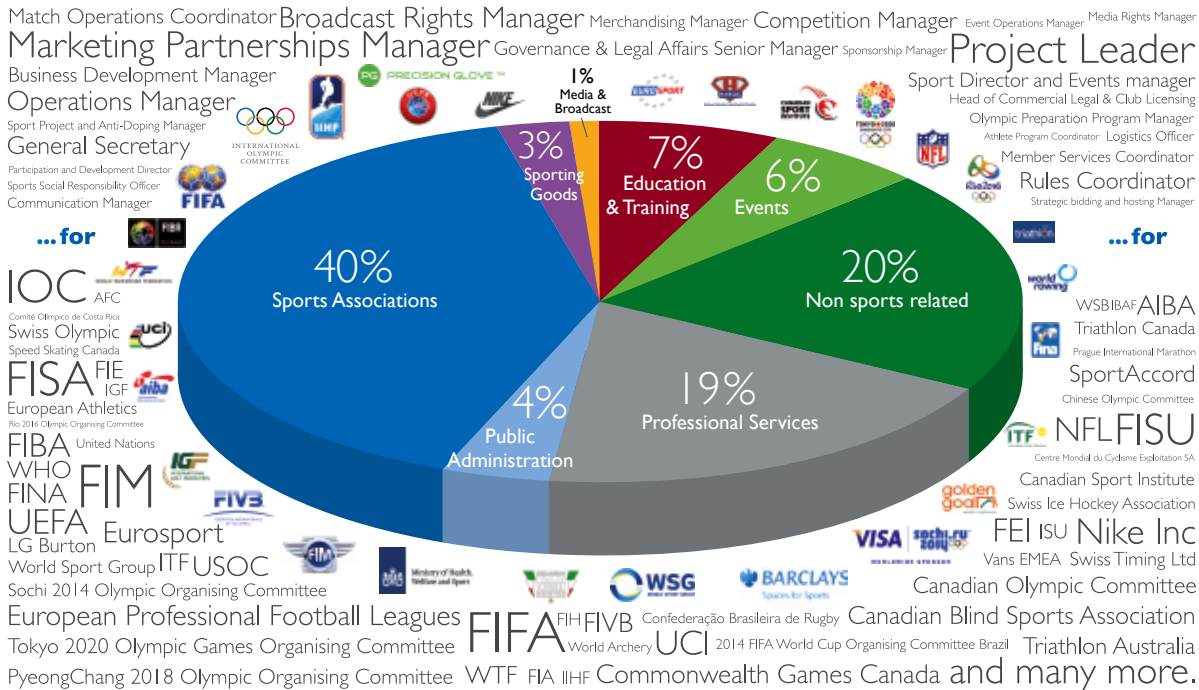
LANGUAGES: 21

NATIONALITIES: 23

AVERAGE YEARS OF
WORK EXPERIENCE: 8

AISTS MSA Alumni

...are working in 36 different countries as...



PARTICIPANTS PROFILES 2014





ARORA Ankush

Indian, 27

4 years in Planning and Execution of Construction Projects in the Middle East

3 years in Event Planning and Management while at University

Bachelor of Civil Engineering, Delhi College of Engineering, University of Delhi, Delhi, India

Global Business of Sports Online Course, University of Pennsylvania, Wharton, USA



Languages

English
Hindi

Work Experience

Planning Engineer, Amana Contracting & Steel Buildings, UAE

- Developed complete execution strategies and baseline plans for projects and liaised with client/consultant for approval of the same
- Prepared resource and cash flow projections for project life cycle
- Monitored project progress, prepared weekly and monthly progress reports as well as recovery/revised schedules for projects
- Handled contracts for vendors
- Prepared extension of time and money claims for projects

Site Engineer, Amana Contracting & Steel Buildings, UAE

- Managed on site execution of project from start to finish
- Successfully handled work force of up to 500 at a time to deliver fast track projects on time

- Coordinated with clients, consultants and vendors for execution of project

Head Corporate Relation, INNOVA, Annual Inter College Technical Symposium, Delhi College of Engineering, India

- Arranged sponsorship for the Annual Inter College Festival
- Developed complete sponsorship proposal and deliverable to sponsors

Sports

Football, Cricket, Tennis, Hockey, Motorsports, Badminton

Bachelor of Industrial Engineering,
University of Bahcesehir, Istanbul, Turkey

ATES Necdet Ali **Turkish, 27**

3 years of international experience as Business
Development Specialist and
Product Manager in bicycle industry
3 years as Administrative Manager Assistant and
Interpreter in Turkish First Division Football Club



Work Experience

Business Development Specialist, Orbis Bikes, Turkey

- Planned, organised and executed annual Orbis Bikes events, such as exhibitions, races and product launches
- Managed and coordinated with international suppliers and distributors for the sustainability of the production and operation with direct cooperation of the industrial design team
- Orchestrated the "go to market" strategy and development of yearly design and branding
- Facilitated the distribution rights agreement for the Raleigh Bicycles
- Launched the new brand, Orbisplus+ Bikes, including pricing, feasibility studies, marketing strategy, PR and sales networking

Administrative Manager Assistant & Interpreter, IBB Sports Club, Turkey

- Assisted professional football players from Sweden, Brazil, Argentina, Cameroon and Poland

- Facilitated cross-cultural transition for foreign players in order to increase their individual performances and ease their adaptation
- Organised pre-season camp programme, localisation and logistics of the foreign players and professionals in legal and official procedures
- Participated in transfer and contract renewal negotiations
- Represented the club in the official game meetings
- Arranged sponsorship agreements of players

Sport Accomplishments

- Board Member, Turkish Football Federation
- Head of Delegation, Youth National Football Teams

Sports

Cycling, Tennis, Badminton, Windsurfing, Football, Cross-Fit



Languages

English
Spanish
Portuguese
Italian
Turkish



BARKUN Jeffrey

Canadian, 28

4 months as Ice Hockey Event Manager
1 year of Marketing for a technology company
1 year of Market Research and Analysis for
a Commercial Real Estate Company
10 years as competitive golfer: NJCAA Div. I

Bachelor of Commerce (Major in International
Business), John Molson School of Business,
Concordia University, Montreal, Canada
College Diploma in Pure & Applied Science,
Dawson College, Montreal, Canada



Languages

English
French

Work Experience

Gameday Operations Manager & Marketing Coordinator, Melbourne Mustangs Ice Hockey Club, Australia

- *Developed successful game day operations plan*
- *Supervised and directed staff of volunteers to execute operations plan*

Marketing Executive, Fuji Xerox, Australia

- *Designed and executed direct marketing campaigns through e-mail and telemarketing leading to generation of successful sales leads*
- *Improved reliability of CRM data by drawing out key categories in need of improvement and helping users manage their information more effectively*

Research Analyst, Cushman & Wakefield Ltd., Canada

- *Re-engineered the structure of a major research project and completed it, coordinating with colleagues located across Canada*

- *Analysed statistics as well as other quantitative and qualitative measures to write published market reports*

Sport Accomplishments

- *2010-2011 All-Star Team Member, Quebec University Golf Tour*
- *2009 Member of Team Canada Golf Team at 18th Maccabi Games, Israel*
- *2008 Academic All-American, NJCAA Golf*
- *3 years competitive curling*

Sports

Golf, Skiing, Curling, Basketball, Tennis, Ice Hockey, Football (American), Baseball

Master of Communication and Information Sciences, University of Groningen, Groningen, The Netherlands

Bachelor of Roman Languages and Cultures, University of Groningen, Groningen, The Netherlands

BROEKHUIS Boudien

Dutch, 31

5 years in Corporate Communication with a global, leading company (Dow Chemicals)
2 years Event Management at UEFA for the UEFA Champions League
Internship in Intercultural Management and Communication



Corporate Communication Specialist, Dow Chemicals, Switzerland

- *Developed and executed corporate reputation and branding campaigns*
- *Maintained and improved intra- and internet infrastructure, including creative design and content development of new websites*
- *Consulted Human Resources on communication efforts and recruitment initiatives*
- *Drafted and edited internal and external newsletters and press releases*

Traineeship Communications, Dow Chemicals, various locations

- *Accomplished challenging projects in the field of corporate, geographic and business communications*
- *Acquired in-depth and valuable communication knowledge and experiences*

Assistant Product Manager Events, UEFA, Switzerland

- *Managed European club competitions (Champions League) for operational efficiency*
- *Supported product development and implementation*
- *Developed strategic management content for the UEFA Cup competition*
- *Prepared, organised and co-led product workshops*
- *Ensured productive exchange of critical information with key clients*

Sport Accomplishments

- *Competed in field hockey for several years at provincial selection level*

Sport

Field Hockey, Tennis, Football, Running, Skiing



Languages

English
Dutch
German
French



CHAE Ji Suk

South Korean, 39

- 8 years as General Manager in Special Olympics
- 2 years as expert in sports media
- 1 year as journalist in broadcasting company
- 2 years as assistant in Korea Ice Hockey Association

Bachelor of Arts in French Language and Literature, Chung-Ang University, Seoul, South Korea

Bachelor of Engineering in Architecture, Chung-Ang University, Seoul, South Korea



Languages

French
English
Korean

Work Experience

Sports Rules Advisory Committee Member, Special Olympics International, USA

- Conducted bi-annual review and amendment on Special Olympics Sports Rules

General Manager & Sports Director, Special Olympics Korea, South Korea

- Organised sports and non-sports events throughout the year
- Supervised office operations and administration
- Served three times as Alternative Head of Delegation for Team Korea at Special Olympics World Games

Member of 2013 PyeongChang Special Olympics World Winter Games Bid Committee, South Korea

- Produced all the relevant bid documentation
- Gave interim and final presentations to the selection committee
- Performed preparation work for the Games Organising Committee

Sports Journalist, MBC & Sports Chosun, South Korea

- Commentated for Asian Ice Hockey League
- Specialised in NHL and baseball

News Reporter, JTV, South Korea

- Reported local television news
- Covered Korea Basketball League game broadcasts

Assistant, Korea Ice Hockey Association, South Korea

- Assisted games operation and scorekeeping
- Translated the IIHF rule book (English to Korean)

Sport Accomplishments

- Prime Minister's Commendation for dedication to Special Olympics World Winter Games
- Hockey referee certified by Korea Ice Hockey Association

Sports

Ice Hockey, Short Track Speed Skating, Snowboarding, Baseball, Basketball, Golf, Volleyball, Table Tennis, Football

Masters of Science in Telecommunications,
ADEN Business School by Universite
de Management, Geneva, Switzerland
Bachelor of Science in Industrial Engineering,
Universidad Catolica Managua, Nicaragua

CHAMORRO Allan **Nicaraguan, 34**

2 years in Sports Marketing and Sponsorships
2 years Co-Founder and President of
the Nicaraguan Rugby Union
2 years as Sales Manager



Work Experience

President, Federacion Nicaraguense de Rugby, Nicaragua

- Developed the union's organisation and legal structures, and processes
- Liaised with the national and international governing bodies
- Performed annual planning and budgeting
- Developed Nicaragua's 1st international rugby tournament, Granada 7s
- Designed Nicaragua's 1st Rugby competition system

Area Sales Manager, Telefonica Nicaragua, Nicaragua

- Performed sales activities for 5 channels
- Developed specific planning to ensure revenue growth
- Established and managed effective coaching and incentive programmes for sales personnel
- Established budget controls for trade marketing activities
- Coordinated proper inventory controls

Key Account Coordinator, Telefonica Nicaragua, Nicaragua

- Managed company sports sponsorships with national teams and professional athletes
- Developed the marketing strategy for the 1st National Interdisciplinary High School Games
- Managed the advertisement campaign for the 1st National Nicaraguan University Games
- Developed strategic alliances with key account companies to ensure top of mind and market share growth

Event Specialist, Telefonica Nicaragua, Nicaragua

- Managed company events, including budget, personnel and security management
- Conducted post-event evaluation

Sport Accomplishments

- Nicaragua National Rugby 7 Team: 2010-2012
- IRB Level 1 Rugby 7 Coach

Sports

Rugby, Boxing, Sailing, Running



Languages

English
Spanish
Italian
French



COSTA Daiana

Brazilian, 29

8 years experience working in a multinational company in the areas of Marketing and Communication, Finance and Sales

Bachelor of Publicity and Advertising, Marketing, Universidade Mackenzie, São Paulo, Brazil

Masters of Business Administration and Management, General Johan Cruyff Institute for Sport Studies, Barcelona, Spain

Post Graduate degree in Sports Communication - Sport Business Fundamentals, Fundação Getúlio Varga, São Paulo, Brazil



Languages

English
Spanish
Portuguese

Work Experience

Internal Marketing Representative, DuPont, Brazil

- *Developed projects applying the Six Sigma Methodology in order to improve sales and marketing processes and ensure consistency*
- *Improved CRM tools to promote better management and control of customer data in order to increase customer satisfaction*
- *Managed sales orders, from initial negotiation until after sales*

Travel Expense Analyst, DuPont, Brazil

- *Coordinated and controlled all processes related to travel expenses*
- *Developed training for key users support*
- *Analysed and reconciled travel expenses*
- *Implemented projects to improve communication to the financial department*

Marketing Trainee, DuPont, Brazil

- *Supported the sales team*
- *Managed sales*
- *Coordinated incentive programme and motivational campaign*
- *Created communication tools with advertising agency*
- *Developed trade marketing communication tools*
- *Coordinated events and fairs*

Volunteer, Shankai Sports, Brazil (Swiss Office)

- *Developed Social Media Strategy for the main Brazilian clubs and athletes to the Chinese market*

Sports

Tennis, Running, Swimming, Parachuting, Diving

Bachelor of Arts (Honours) Sports and Coaching Studies, University of Oxford Brookes, UK

COULLON Thomas

English, French, 24

1 year teaching Physical Education in an International School

1 year Private Coaching

3 years Football Coaching



Work Experience

Secretariat Volunteer, International Jumping Show, Switzerland

- Assisted the Secretary General on diverse administrative duties
- Managed 600 volunteers, including the volunteer schedule
- Facilitated competitors' needs, including arranging transport and booking accommodation
- Responsible for responding to emergency issues in the lead up to and during the competition

Steward, European Football Championship (2008), Switzerland

- Managed the fan zones, including seating and crowd control, of several thousand attendees

Football Coach, InterSoccer, Switzerland

- Coached and managed football camps for children aged 2-14 years, for both competition and recreation

Physical Education Teacher, International School of Geneva, Switzerland

- Planned and organised educational field trips to Edinburgh as part of Cultural Field Week

- Assisted in preparation, maintenance and teaching curricula at primary and secondary school levels

Sales Associate, Polo Ralph Lauren, Switzerland

- Responsible for stock inventory and delivery
- Managed commercial events such as the exhibition at Palexpo Arena, including the setup of the sales floor

Sport Accomplishments

- 1st Oxford Brookes University football team
- FA Level 1 Football Coaching Certificate
- ISST Football Championships
- Inter-Regional Swiss Football
- Competitive Show Jumping
- Suisse Romand Champion
- French Horseball National Championships

Sports

Football, Rugby, Swimming, Equestrian, Tennis, Badminton



Languages

English
French



DECASTRO Michael

Filipino, American, 34

12 years as a high school Volleyball Coach
12 years of Financial Analysis, Reporting and Pricing in the Finance Industry

Bachelor of Science in Finance, Providence College,
Providence, USA



Languages

English
Tagalog

Work Experience

Associate Manager, Pension Risk Transfer Reporting and Pricing, Prudential Financial, USA

- *Maintained modelling spreadsheets to calculate monthly reserve and reserve roll forwards*
- *Analysed gain & loss results and communicated findings*
- *Assisted in design and business acceptance testing of financial reporting system enhancements*
- *Provided clients timely, competitive and accurate new business pricing support to enable products to meet sales and profitability targets*
- *Collaborated with business partners to generate confidence in our pricing, risk analytics, methodology and assumptions*

Associate Manager, Institutional Investment and Actuarial Regulatory Divisions, Prudential Financial, USA

- *Supported development of product financial reporting and forecasting processes and required equity projections*

- *Completed review and analysis of valuations as per the Statement of Actuarial Assumptions*

Sport Accomplishments

- *High School Volleyball Coach (Career record of 293 wins and 24 losses)*
- *6x Tournament of Champions Titles*
- *7 consecutive State Champions Titles*
- *3x Bergen County Tournament Titles*
- *10x Conference Championship Titles*
- *State Coach of the Year*
- *6x Team of the Year*
- *#1 State Ranking*

Sports

Volleyball (indoor & beach), Tennis, Skiing, Snowboarding, Golf

Bachelor of Communications (Majoring in Communications, Film & Television), Monash University, Melbourne, Australia

DERE Aftab **Indian, 25**

8 months in Operations in sports development
1 year in music Events, Planning, Production, Operations and Execution
2 years in Sports Events, Operations, Execution and Client Servicing



Work Experience

Regional Operations Manager, Arsenal Soccer Schools - India on Track, India

- Liaised with technical director and foreign coaches to provide quality infrastructure and training as per Arsenal FC guidelines
- Supervised venue fabrication, technical equipment procurement, and logistics
- Managed training venue operation personnel and vendors

Operations Manager, IMG Reliance - Avantha Golf Masters, India

- Coordinated venue operations, fabrication, signage, branding and sponsorship deliverables

Planning, Operations and Production Manager, Mooz Entertainment, Korn & Guns N Roses Tour of India, India

- Led venue operations team to execute five successful concerts for 15,000 attendees each, in New Delhi, Mumbai and Bangalore
- Managed venue booking, event planning and security deployment

- Sourced equipment as per production and technical riders

World Series of Hockey, Assistant Venue Manager, India

- Successfully managed India's largest-seated hockey stadium, gathering a large number of spectators during the World Series
- Supervised all operational activities, including security, hospitality, broadcast, media, sponsorship servicing, accreditation, entertainment to spectator services, signages, branding and sponsor ticket allocation
- Executed all on-ground sponsor activations
- Coordinated with the Indian Hockey Federation and the Franchise to conduct the event

Client Servicing Executive, Cricket World Cup 2011 & Indian Premier League 2011, India

- Ensured all sponsorship deliverables for the client were fulfilled during the event

Sports

Basketball, Cricket, Football, Swimming, Hiking, Cycling, Hockey



Languages
English
Hindi



DIZDAREVIC Slaven

Slovak, Bosnian, 32

4 years' experience as Professional Athlete in Decathlon and Olympian in Beijing 2008

3 years' experience in Athletic and Fitness Coaching

3 years' experience in Finance and Business Administration

Masters of Science (Management and Business Economics), Economic University, Bratislava, Slovakia

Certified Coach for Athletics and Fitness



Languages

English
Slovak
Czech
Serbo-Croatian

Work Experience

Co-founder, Fyziotrenink, Czech Republic

- *Developed the concept of physiotherapy and condition training in one systematic exercise program*
- *Managed marketing strategy as well as website development and optimisation*

Athletic and Fitness Coach, Czech Republic and Poland

- *Prepared professional and recreational athletes for individual peak performance*
- *Created highly motivational training programs with long-term cooperation*

Accounts Analyst, Pfizer, Ireland

- *Evaluated financial data of clients' accounts to provide strategic insights to sales team*
- *Implemented management decisions into operational system*

Sport Accomplishments

- *Beijing 2008 Olympic Games*
- *National Record Holder (2009)*
- *National Champion (2000 & 2004-2006)*

Sports

Athletics, Tennis, Swimming, Volleyball, Skiing

Bachelor of Commerce, Concordia University,
Montreal, Canada

Baccalauréat général Français, Spécialité Science,
Lycée Molière de Rio de Janeiro, Brazil

EL BAWAB Motasem **Brazilian, 24**

5 years in Digital Marketing and Social Media
3 years in Branding and Marketing Consultancy
2 years in Sports Business Development in Latin
America and the Middle East



Work Experience

Strategic Marketing Researcher, BAM Strategy, Canada

- Developed a new strategy creation platform for all BAM internal departments
- Led teams of multiple departments for strategy building
- Acted as a best practice resource for internal and external partners
- Provided strategic recommendations based on research and data analysis

Marketing Consultant, Independent, USA

- Assisted in the design and launch of *Five-Starbasketball.com*: a video-centric, mobile-optimised content platform
- Built a full digital media strategy in order to increase engagement and audience of the MSBA Website, Facebook Page and Twitter Account, Newsletter program and Blog Outreach program

- Designed the new MSBA website and constructed an SEO optimisation plan for Five-Star, Hoops Lounge and Make-A-Wish Foundation

Digital Marketing Director, Hoops Lounge, Canada

- Developed and applied the strategic plan
- Optimised site structure to increase traffic to over 4,000 visitors a month

Sport Accomplishments

- National Basketball Champion in Brazil
- State Championship in Rio de Janeiro
- Most Valuable Player of the Libyan Junior Basketball League

Sports

Basketball, Swimming, Volleyball



Languages

English
French
Portuguese
Arabic
Spanish



EL OSMANI Ziad

Lebanese, 28

4 years in Sales, Management and Marketing

Bachelor of Science in Food Science and Management, The American University of Beirut, Lebanon



Languages

English
French
Arabic

Work Experience

Assistant Sales and Marketing Manager, Marhaba Industrial Supply, Saudi Arabia

- *Managed sales and logistics*
- *Purchased materials*
- *Managed company brands*
- *Collaborated in controlling costs*
- *Set up each product line's profit margins*
- *Supported the preparation of annual budgets*
- *Played a key role in creating the company database*

Sales and Marketing Executive, Ultrapak (Tetra Pak Pet), Saudi Arabia

- *Prepared sales reports*
- *Handled customer complaints and inquiries*
- *Arranged the daily delivery schedules and updated customers on their deliveries*

• *Prepared the production plan*

• *Collaborated with team members and suppliers to reduce the costs of raw material*

Sports

Equestrian, Basketball, Football, Skiing, Tennis

Bachelor of Education (Major in Health and Physical Education), Griffith University, Brisbane, Australia

FULTON Liz

Australian, British, 33

9 years as a Health and Physical Education Teacher
3 years as an Athletic Director
1 ½ years as an Academic Administrator



Work Experience

Health and Physical Education Teacher, Public, Private and Boarding schools internationally, various locations

- Taught various sport science topics, including sports psychology, sociology, physiology and biomechanics, in an international setting, with 6 years teaching in Australia, 2 ½ years in London and 3 ½ years in Switzerland
- Developed and implemented various curriculum programs
- Coached a variety of sports, mainly basketball, volleyball, tennis, touch football, netball

Athletic Director, Groves College Brisbane, Australia

- Developed, implemented and managed an inter-school sports competition
- Organised and managed various events and sports carnivals
- Liaised with various sporting institutions and federations

Academic Administrator, Leysin American School, Switzerland

- Developed, implemented and managed various administrative procedures, reports and systems
- Managed specific organisational strategies, scheduling, budgets and staff professional development

Sport Accomplishments

- Madrid Half Marathon, Windsor Triathlon, Gold Coast Triathlon, Gatorade QLD Tri Series
- Queensland State Basketball Championships
- Level 1 Coaching Certificate: Basketball, Cricket, Netball, Trampoline and Football (Australian)

Sports

Running, Swimming, Basketball, Tennis, Cycling



Languages
English



GALLOIS-BROWN Alex

British, French, 25

2 years as Sport and Activities Assistant
in Secondary Schools

Bachelor of Arts (Honours),
Sport and Coaching Studies,
Oxford Brookes University, UK



Languages

English
French

Work Experience

Coach and Physical Education Teacher, International
School of Geneva, Switzerland

- Planned weekly football training sessions, prepared all equipment and accompanied team during competitions
- Communicated with parents and reported to sports director
- Assisted in organising tournaments, including creating game schedules, contacting referees and other school teams
- Taught several sporting disciplines, including gymnastics, invasion games, athletics, and wrestling, to students ranging from 4 to 17 years old

Sport Activities and Event Assistant, Glion Institute
of Higher Education, Switzerland

- Supervised and managed campus sports facilities
- Organised weekly excursions for students, including managing registration, equipment bookings, and travel arrangements

- Managed inter-school and local club competitions for basketball, football, rugby, volleyball, and badminton
- Led induction classes for new students and booked external instructors for weekly activities
- Supported the organisation of Welcome Day, Cultural Fair and Health Week
- Gathered statistics for end-of-semester report on performance indicators

Sport Accomplishments

- Competed on the 1st Football teams at University level and at the International School of Geneva
- Won international Schools Sports Tournament trophy
- Nominated in All Stars Team

Sports

Football, Volleyball, Basketball, Badminton, Tennis, Snowboarding

Master of Science in Medical Biology, University of Lausanne, Switzerland

Bachelor of Science in Biology, University of Lausanne, Switzerland

Personal Trainer EQF Level 4, Fits Pro, Mies, Switzerland
Commercial Professional Maturity, Gymnase de Burier, La Tour-de-Peilz, Switzerland

GRIESSER Yannick

Swiss, 29

4 months as Fitness Branch Manager

1½ years as Multipurpose
Fitness Training Instructor

11 months as Research Scientist

9 months as Volunteer for sport events



Work Experience

Fitness Branch Manager, Let's Go Fitness, Switzerland

- Managed day-to-day operations of the gym
- Led and motivated a team of 3 employees in addition to the group of fitness instructors
- Implemented initiatives to improve customer loyalty

Multipurpose Fitness Training Instructor, Let's Go Fitness, Switzerland

- Managed the reception area
- Sold subscriptions and fitness-related products
- Instructed cross-fit and spinning classes
- Devised motivational workout programmes for clients
- Provided nutritional advice

Research scientist, UNIL, Switzerland

- Conducted a clinical study, recruited volunteers, set up protocols, planned test creation of SOP, collected and analysed data

Office Worker, Gynnase de Burier, Switzerland

- Managed the office including responding to phone and mail inquiries as well as cash handling and book-keeping
- Managed students, administrative and technical personnel
- Participated in the planning of teaching lessons
- Drafted reports on the administrative management of students during their gymnasial course

Sport Accomplishments

- Completed Half-marathon of Geneva and Cyclotour of Leman

Sports

Race bike, Bodybuilding, Triathlon, Running, Basketball



Languages

French
English
German



GUPTA Nupur

Indian, 25

2½ years in Management Consulting
3 years in Sport Administration while at University
6 months as Volunteer in Athlete Management

Bachelor of Engineering (Honours)
Electronics and Instrumentation, BITS Pilani,
Rajasthan, India



Languages

English
Hindi

Work Experience

Associate, Bain & Company, India

- *Managed teams of 3 to 4 analysts to drive actionable solutions to client's business problems through hypothesis driven data analysis and strategic planning*
- *Results achieved for an Australian beer client ranked amongst the top three performance results for the year 2011-12*
- *Headed recruitment team to coordinate selection process for 30 new hires from 7 campuses*

Intern, Olympic Gold Quest, India

- *Identified talented young athletes to support London and Rio Olympics by analysing their performances and assessing potential to win internationally*
- *Packaged written content such as newsletters, website, and presentations for maximum audience impact at fundraising dinners*
- *Recommended ways to improve social media presence and raise funds for least possible cost*

Intern, S.E. Transtadia Pvt. Ltd., India

- *Conceptualised school sports development aimed at youth through efficient public-private partnership*
- *Interviewed office bearers of state sports association and decision makers in approximately 30 schools*

Sports Accomplishments

- *Represented State/Province in National Level Cricket Tournament*
- *Captain of university girls' basketball team*
- *Won 3 inter-university basketball tournaments*
- *Elected as Joint Sports Secretary to administer all sports activities*

Sports

Basketball, Badminton, Cricket

Bachelor of Applied Business & Entrepreneurship, Sport & Recreation, Mount Royal University, Calgary, Canada

HOUSTON Katherine **Canadian, 25**

1 ½ years in Sponsorship and Sport Marketing
8 years as Volunteer at national and international sports events
Internships with the Vancouver 2010 Olympic Winter Games and the Canadian Curling Association



Work Experience

Coordinator, TwentyTen Group, Canada

- *Coordinated the agency's production scheduling and communications*
- *Provided general administrative support*
- *Planned and executed internal and external events*
- *Conducted client-based and sales-based research*
- *Contributed to social media support, weekly industry newsletter content and client media monitoring*
- *Managed vendor and client invoicing, data entry and daily banking activities*

Intern, the Canadian Curling Association, Canada

- *Played an integral role in the preparation and execution of the 2012 Continental Cup of Curling*
- *Directly engaged spectators resulting in an interactive event for thousands of ticket holders*
- *Provided essential feedback to event sponsors attesting that terms of sponsorship agreements were met*

Sport Intern, Freestyle Ski & Snowboard, Vancouver Organising Committee for the 2010 Olympic and Paralympic Winter Games, Canada

- *Recruited, trained and supported 500+ sport volunteers*
- *Assisted in coordinating athletes and managing the athlete lounge*
- *Completed a variety of crucial, time-sensitive tasks to contribute to the success of the Freestyle Ski & Snowboard events*

Sports Accomplishments

- *2013 council member of the Port Moody Parks and Recreation Commission*
- *Competitor, ScotDance Canada Championship Series*

Sports

Skiing, Snowboarding, Running (Half Marathon), Soccer, Volleyball, Highland Dance



Languages
English
French



KAPPELER David

Swiss, German, 32

Named Associate Director; with 15 years in Domestic and International Finance, managing projects portfolios, strategy and operations

Bachelor of Science in Business Administration, Economist HES, University of Applied Sciences in Business, Lausanne, Switzerland



Languages

French
English
German

Work Experience

Wealth Manager & Project Coordinator, UBS, Switzerland

- Managed a portfolio worth CHF 100 million
- Oversaw a strategic relocation project for international clients
- Collaborated with clients through a four step advisory process - understand, propose, implement, follow-up - to answer their needs

Business Manager, Wealth Management, UBS, Switzerland

- Assisted the Managing Director
- Helped to define a short and medium-term strategy
- Implemented the strategy, analysed results and defined reporting processes to ensure efficient follow-up
- Contributed to setting objectives and defining processes to evaluate personnel

Project Manager, UBS, Switzerland

- Produced a weekly business communication addressed to 150 client advisors
- Managed strategic projects for a client segment, including introducing and teaching a new tool to 150 client advisors

Sports Accomplishments

- Swiss junior National Basketball Team and AVBasketball Selection
- Winner of 1998 and 2000 junior AVBasketball Championship
- Winner of 2000 junior AVBasketball Cup

Sports

Basketball, Soccer, Tennis, Badminton, Squash, Running, Winter sports

Bachelor of Science in Sports Management,
Minor in Business Administration, University
of Florida, Gainesville, USA

KIM Dayea

South Korean, 23

4 years as Member of Korea National Sailing Team
3 months as Intern for Korea Sailing Federation
2 months as Intern for PyeongChang Organising
Committee for the 2018 Olympic and Paralympic
Winter Games



Work Experience

**Intern, The PyeongChang Organising Committee
for the 2018 Olympic and Paralympic Winter Games,
South Korea**

- *Worked successfully as part of the Marketing Partner Services Department*
- *Managed operational requirements for conference site reservations and translation booths*
- *Translated Marketing Partner Services technical manual to Korean*

Intern, Korea Sailing Federation, South Korea

- *Translated ISAF newsletters to Korean and published to the KSAF website*
- *Acted as translator between English sailing coach and the Korea National Team*
- *Supported the organisation of the national sailing championships*

Intern, Oak Hammock, University of Florida, USA

- *Interned at the fitness centre of a retirement facility*
- *Organised and managed various events for residents, including a Wii bowling competition*
- *Set rules and promoted participation*
- *Organised a closing ceremony*

Sports Accomplishments

- *Rank #1 Gangwon Resident Athletics, Korea, 2013*
- *Rank #3 National Yacht Sailing Championships, 2009*
- *Rank #3 The 5th Korea Sailing Cup, 2012*

Sports

Sailing, Swimming, Skiing, Running



Languages

English
Korean



KOHLI Abhinav

Indian, 28

7 years in TV Journalism and Sports Broadcast as News Reporter, Anchor, Producer, Broadcaster and Freelance Consultant

Bachelor of Arts (Honours), Journalism,
University of Delhi, Delhi, India



Languages

English
Hindi

Work Experience

Senior Producer, Star Sports, India

- Co-founded STAR POWER, the network's primary sport show
- Established formulae for football and Formula 1 content
- Defined channel properties and established a new agenda

Sports Producer, Freelance, India

- Collaborated with leading TV channels, including Ten Sports and Sony, on programming properties such as golf and the Indian Premier League (cricket)
- Produced and delivered original content

Sports Consultant, Freelance, India

- Helped drive JK Tyres' event-specific motorsports agenda using tools in the media

Producer, NewsX, India

- Launched 24-hour English language news channel
- Co-founded sports reporting team
- Established identity of sports coverage
- Led team in the absence of the head of department
- Presented general and sports news
- Reported on and produced special programming on big events such as the FIFA World Cup 2010 and Euro 2008

Assistant Producer, Headlines Today, India

- Reported on and produced daily and weekly sport content

Sports

Football, Formula 1, Tennis, Cricket, Badminton, Squash, Hockey

Bachelor of Arts (Honours) in Product Design, University of the Arts London, UK
ABC Level 3 Diploma in Foundation Studies (Art and Design), University of the Arts London, UK

Lee Jaekyung South Korean, 32

10 months as Intern in a sports organisation
1½ years' experience as a Product Designer in London



Work Experience

Intern, ISC (International Sport Co-operation Center of Korea), South Korea

- *Directly assisted the Manager in the operations of the Center as well as providing support to the management of conferences*
- *Researched international sport trends and assisted in consulting with sport organisations*

Intern, Samsung SPORTS (Samsung Electronics CO. LTD), South Korea

- *Supported domestic professional sports teams, including Samsung Lions Baseball Team, Samsung Blue Wings Football Club and Samsung Thunders Basketball Team*
- *Assisted with sports marketing, sponsorship and sports administration*

Design Freelancer, Marriott Hotel, London

- *Created and designed a menu for the hotel restaurant*

Researcher, Samsung Design Europe, London

- *Carried out detailed research into inter-disciplinary approaches to convergence design in Europe*

Design Freelancer, Undergrowth Design, London

- *Contributed to producing an innovative package design*

Graphic design intern, Honey Graphic Design, London

- *Produced a detailed and highly imaginative plan using Adobe Illustrator for Tesco*
- *Contributed to idea generation within a constructive and creative working environment*

Sports

Football, Tennis, Swimming



Languages

Korean
English



LEE Junoh

South Korean, 29

7 years as Floorball player for Korean National Floorball Team

2 years as Coach of U19 Korean National Floorball Team

4 years in Sports Administration organising events and developing programmes to promote floorball

2 years as middle school PE Teacher

Bachelor of Sports Science, Sung Kyun Kwan University, Seoul, South Korea



Languages

Korean
English

Work Experience

Sports Administrator, Korea Floorball Federation, South Korea

- Led the organisation and managed the tour of the 2013 World Floorball Championship Qualification tournament in Pocheon
- Created the Korea Floorball League
- Managed the promotion and development of the sport at a grassroots level
- Organised and ran the Floorball events within South Korea
- Undertook international work for KFF
- Planned, initiated and ran a program, in cooperation with the Korean Department of Education and KFF

Floorball Sport Manager, 2013 PyeongChang Special Olympics, South Korea

- Helped organise and operate the Floorball games with the International Floorball Federation

- Served as the liaison between international and local participants
- Translated for the International Floorball Federation
- Officiated for international games

Volunteer Instructor, Olympic Sports Center, South Korea

- Taught swimming and basketball to children
- Assisted the organisation's head coach

Sport Accomplishments

- 7 years Korean National Floorball Team Player
- 2 years Korean National U-19 Mens Floorball Team Coach
- 2007 Men's Asia Pacific Floorball Championship: Second place
- 2009 Men's Asia Pacific Floorball Championship: Third place

Sports

Floorball, Basketball, Football, Tennis, Snowboarding, Golf

Bachelor of Science, Applied
Chemistry, National Chiao Tung
University, Hsinchu, Taiwan

LIU Nancy
Taiwan, 29

3 years of marketing in the sports footwear,
apparel and entertainment business

1½ years in international Sales in the hi-tech industry

4 years as volunteer at various international sporting events



Work Experience

Retail Brand Supervisor, NIKE Inc, Shanghai, China

- Managed retail marketing for several categories: Athletic Training, Global Football, Women's Training
- Selected out of 44,000 employees and the only person outside of Nike's headquarters, as the "Employee Reporter" for NIKE Inc. at the 2012 London Olympics
- Led the initiative to activate NIKE pro athletes at the biggest marketing event in Greater China
- Co-hosted the discussion panel with the CEO of Greater China to activate all employees

Intern, National Basketball Association, Beijing, China

- Managed a team of 12 interns to lead a Think Tank project to develop a new product for Greater China

Account Manager, NUUO Inc, Taipei, Taiwan

- Developed new accounts and a market strategy for Western and Northern Europe

Project Manager, Taiwan External Trade Development Council, Taiwan

- Led the online marketing of Taiwanese trade commissions to worldwide trade shows to maximise trade opportunities

Liaison Officer, 2006 William Jones Cup

- Acted as liaison between the Italian Women's National Basketball Team and the Chinese Taipei Basketball Association

Volunteer Interpreter, Various Sporting Events, China/Taiwan

- Volunteered for the Australian Olympic Team, 2008 Beijing Olympics, French Olympic Committee, 2009 World Games, Deaflympics

Sport Accomplishments

- College Basketball team
- College Tennis team
- Won Chemistry Cup in Basketball in Taiwan (2007)

Sports

Basketball, Swimming, Cycling, Triathlon, Badminton, Tennis



Languages

English
Chinese
French
Taiwanese



MAGNANI Federico

Italian, 26

1 year as Performance Control Assistant
6 months as Intern in credit and accounting

Bachelor of General Business and Administration,
University of Pavia, Italy

Master of International Business and Economics,
University of Pavia, Italy



Languages

English
Italian

Work Experience

Accounting and Credit Intern, Hilti Italia SPA, Italy

- *Controlled and checked customers' bank accounts*
- *Managed client relationships*
- *Directly involved in developing the firm's processes for working with SEPA Direct Debit*
- *Proposed the use of a new analysis instrument*

Performance control, BRM Elettroimpianti, Italy

- *Collected and provided cost and revenue data to management*
- *Directly involved in deciding the KPIs to develop*

Sport Accomplishments

- *13 years as basketball player from youth categories to the Italian minor categories*
- *2013- Deputy Captain of the winning team, Pavia's Colleges Trophy*

Sports

Basketball, Football, Motorsport, Swimming, Skiing, Athletics

Bachelor of Science in Hospitality and Hotel Administration, Institute of Hotel Management, Mumbai, India

MAHESHWARI Neha

Indian, 27

5½ years of work experience gained across hospitality operations, sales & marketing in the beverages industry and project coordination in the social development sector



Work Experience

Counselling and Co-ordination, NAMI India, India

- Managed the development of new programmes, including the Mental Aerobics Programme
- Liaised and partnered with medical fraternity, patients and their families
- Assisted in the research of mental health, disability laws and special Olympics to understand how sports can help in rehabilitating differently abled individuals in India

Sales and Marketing, UNITED BREWERIES LIMITED, India

- Handled the sales of the entire UBL portfolio across on-premise channels
- Increased the company's market share to 90%
- Led contract negotiation, budget planning, distributor management, and personnel training

- Managed all marketing activities, including sales forecasting, trade marketing, branding, activations, sponsorships, barter associations, and consumer insights mining
- Launched two brands, Kingfisher Ultra and Heineken, into India

Front Office Operations IHCL,Taj Group of Hotels, India

- Ensured compliance of operational standards, database management, training and development workshops
- Undertook a comparative study on luxury residences in India and across the world

Sport Accomplishments

- 2004 - Bronze Medal for India, 420 Class (Girls) in the 11th Asian Sailing Championship
- 2003 - Represented India, ISAF 420 Class Team Racing World Championship, Auckland, New Zealand

Sports

Sailing, Tennis, Squash, Badminton, Swimming, Cycling



Languages

English
Hindi



MARGIOTTA Ezio

Australian, Italian, 52

11 years global experience in Product Creation, Design and Brand Management for football
10 years as Director & Founder of a Private Sector Innovations and Sports Medicine Consulting Enterprise

Bachelor of Applied Science (Sports Physiotherapy), Sydney University, Australia



Languages

English
German
Italian
Spanish

Work Experience

Manager, Global Football Product R & D Communications & Marketing, Pele Sports AG, Switzerland

- Created, designed and commercialised industry-award winning products
- Procured and engaged external partners for research and product development
- Conducted statistical data, market, and brand evaluations
- Managed and led global projects
- Developed and patented innovative product IP
- Produced persuasive and powerful marketing and sales communications content and training tools
- Prepared for and engaged in media interviews
- Mentored sales and marketing staff globally in branding communications strategies
- Led presentations and negotiations to acquire contracts, licensing deals, and brand growth
- Produced and sourced strategic alliances

Director, Innovations and Sports Medicine Services, EMP Enterprises, Australia

- Implemented multidisciplinary service delivery in multiple locations
- Instituted staff knowledge transfer structures
- Awarded National Business Marketing Scholarship for Innovation
- Developed material patent and contractual assignment

Medical Staff Officer, Football Federation Australia, Australia

- Managed clinical services provision and fitness conditioning national teams
- Overseered administration and managed protocols throughout the AFC (to FIFA standards) with National Football Federation Teams and LOC's

Sport Accomplishments

- Regional and National Football player, Australia
- Professional player in the Football League of Australia
- Completed City to Surf Half Marathon
- Conditioning Coach National Fustal Team, Australia

Sports

Football, Futsal, Athletics, Basketball, Motorsport, Winter Sports, Surfing

Master of International Affairs,
the Graduate School, Hankuk University
of Foreign studies, Seoul, Korea
Bachelor of Sports Management,
Namseoul University, Cheonan, Korea

MOON Philjoo

South Korean, 33

2 years in Sports Administration at
Korea Volleyball Association

7 months in Tour de Korea Organising Committee
1½ years as Lifeguard and Ski Patrol
1 year in English Education Sector



Work Experience

Korea Volleyball Association, International Relations
Department, South Korea

- Assisted in the organisation of domestic and international volleyball events
- Provided support to the Volleyball Korea national teams
- Managed a diversity of office tasks

Korea Sports Promotion Foundation, 2009-2011 | Tour
de Korea Organising Committee, Race Operations
Department, South Korea

- Administered and supported the operations of races
- Managed and trained interpreters
- Organised awards ceremony of international cycling events

Service Coordinator, Wall Street English Institute,
South Korea

- Managed courses and customer service
- Assisted in-class with native English teacher

Sports

Football, Table Tennis, Swimming, Skiing, Volleyball



Languages

English
Japanese
Korean



MURALI Vishnu

Indian, 25

2 years in Resource Management

1 year in Finance

6 months in Business Development, Sales, Operations and Events Organisation for a Sports Management company

Bachelor of Technology, Electronics and Communication Engineering, Federal Institute of Science and Technology, Angamaly, India



Languages

English
Malayalam
Hindi

Work Experience

Business Development Lead, Sportz4You, India

- Developed company business plan
- Led the marketing, promotion, sales and operations
- Managed various corporate football and cricket tournaments

PMO Lead for CISCO, TATA Consulting Services Ltd, India

- Defined and prepared analytical and financial reports and dashboards
- Tracked and reviewed pertinent financial data and generated required reports
- Liaised with the finance department to ensure compliance with policies and practices
- Assisted in creating cost budgets, ensuring budgetary compliance and cost controlling

Associate Lead, Resource Management Group, TATA Consultancy Services Ltd, India

- Identified, deployed and managed resources within the company, including the timely staffing across geographies

- Actively planned and drove the competency development of employees on a regular basis
- Continuously monitored operational parameters such as unallocated employee count and utilisation percentage

Sports Secretary, FISAT, India

- Led and administered all sports related activities on campus
- Event manager for various events, including the World under 17 tennis championship, 20-20 cricket tournament and All Kerala Inter University Tournament
- Spearheaded the campaign to build tennis courts at college campus

Sport Accomplishments

- Member of District Football Team
- Member of TCS team which won All India TATA Cup

Sports

Football, Cricket, Badminton

Bachelor of Economics (Development and Planning), Aristotle University of Thessaloniki, Greece

NTANOU Maria Greek, 23

1½ years' experience in a management and technology consultancy company
2 years' experience volunteering at national and international sport events



Work Experience

Project Manager, Emetris S.A., Greece

- Managed cross-border cooperation programs to promote tourism
- Produced a business plan for energy efficiency materials and photovoltaic panels
- Conducted market research and developed a SWOT analysis
- Managed viability studies for renewable energy investments
- Assisted the preparation of business plans for enterprises in the context of the National Strategic Reference Framework 2007-2013

Census-Taker, Hellenic Statistic Authority, Greece

- Managed the statistical results of a region during Population Census 2011

Volunteer, UCI MTB World Cup Marathon Race of 2006, Greece

- Oversaw starting numbers at the beginning of the race
- Managed the award ceremony

Athlete Support Assistant, Litochoro, Olympus Marathon 2011, Greece

- Organised FIS Cross-Country Skiing Balkan Cup and National Ski Races, Winter Season 2011-2012

Volunteer, FISE (International Festival of Extreme Sports), France

- Managed the VIP and athlete area in the Zone of Wakeboard

Sport Accomplishments

- 6x Greek national cross-country skiing Champion
- Participant in EYOF Jaca 2007
- 4x participant in FIS Junior/U23 WorldSki Championships
- Participant in World Ski Championships CZE 2009
- Winter Olympic Games Vancouver 2010

Sports

Snowboarding, Cross country skiing, Mountain Biking, Hiking, Athletics, Alpine skiing, Roller, Roller-skiing



Languages

English
French
Greek



PONTES Leandro

Brazilian, 28

- 1 year of business development in the Sport Industry
- 2 years running a gastronomy business
- 2 years in fundraising and project management for a Non-Government Organisation
- 1 year for a major local TV Channel as a journalist

Master of Business Administration in Sports Management and Marketing, Trevisan Business College, Rio de Janeiro, Brazil

Bachelor of Journalism, Pontifical Catholic University of Rio de Janeiro, Brazil



Languages

Portuguese
English
French

Work Experience

Business Development Manager for South America, Global Infusion Group (Eat to the Beat), Brazil and the UK

- Worked to ensure that Global Infusion Group was properly represented in Brazil
- Conducted market research and data gathering for upcoming sporting events
- Proposed an action plan to reduce costs or increase revenues

CEO, Santa Felicidade Gastronomy, Brazil

- Led the purchasing department
- Managed a staff of 10 employees
- Audited the monthly budget

Charity Project Manager, NGO SBS (Sociedade Brasileira para a Solidariedade), Brazil

- Proposed charity projects
- Led fundraising efforts
- Supervised ongoing projects

Journalism Intern, TV Channel, Bandeirantes Communications Group, Brazil

- Wrote and edited headlines, cutlines and photo captions
- Participated with editors from all departments to post breaking news, daily print edition stories and multimedia segment

Sports

Football, Running, Diving

Master of Sports Management and Communication (Honours), Sapienza Università di Roma, Roma, Italy
Bachelor of Communication, Università del Salento, Lecce, Italy

PUNZI Alessio **Italian, 29**

5½ years in Communication and Event Management in the sports industry, including Cycling Advocacy and EU Lobbying Communications



Work Experience

Communications Officer, Maratona di Roma, Italy

- *Created and executed communication programs for the company's events portfolio*
- *Ideated and managed charity programs*
- *Liaised with international media and business partners*
- *Managed race day hospitality and event protocol*
- *Developed and marketed road running events*

Communications Assistant, European Cyclists' Federation, Belgium

- *Executed communication programs*
- *Drew and implemented social media strategy*
- *Liaised with national member organisations*
- *Undertook research and wrote articles*

Corporate Hospitality Assistant, Infront Italy, Italy

- *Coordinated hospitality area set-up and operations*

Press Assistant, Federazione Italiana Pentathlon Moderno, Italy

- *Liaised between LOC and UIPM media & communications teams at the Modern Pentathlon World Championship 2012*
- *Conducted day-to-day press work*

Sports

Athletics, Cycling, Football



Languages
English
Italian



SAHARAN Mandeep

Indian, 26

4 years of experience in IT consulting and managing applications development teams, including a project for Adidas

Bachelor of Engineering (Electronics & Communications), Maharshi Dayanand University, India



Languages

English
Hindi
Punjabi

Work Experience

Technology Analyst, Infosys Limited, India

- *Directly contributed to the success of one of the largest units within the company*
- *Led a team to enhance the payment structure of a bank*
- *Led a team to develop Adidas's marketing and business websites*
- *Relocated to a client's location to better understand and automate an application for AMEX*
- *Designed, integrated, tested, automated and implemented a number of applications which considerably reduced human effort and increased efficiency*
- *Initiated and set up a common knowledge repository across various teams to facilitate knowledge sharing*
- *Received Infosys Insta Award of Recognition*

Sport Accomplishments

- *Represented University at Inter University Football Tournament*
- *Winners of Corporate Level Football Tournament*

Sports

Football, Cricket, Tennis, Volleyball, Athletics, Swimming

Bachelor of Sports and Event Management,
Free University of Bolzano, Bruneck/Brunico, Italy

SCHÖTZER Milena
Italian, 25

3 years in the Hospitality and Tourism industry



Work Experience

Intern, Topdeck Travel, Australia

- Supported the team through general office duties, including scheduling, organising and accompanying members to meetings with international clients and industry partners
- Undertook translation work and research
- Managed events such as the Topdeck Traveler's Christmas Party
- Participated in YATEC: a Young National Development Programme designed to inspire young tourism employees through developing essential business knowledge and networks

Student, Free University of Bolzano Tourism Management Club, Italy

- Coordinated speaking events and discussion forums twice a month on diverse topics for local businesses and entrepreneurs

Volunteer, Sportsclub ASV Völlan, Italy

- Organised and assisted with skiing courses for local school-aged children
- Managed annual village folk festival

Receptionist and Waitress, Hidalgo Suites & Restaurant, Italy

- Acted as the main front of house representative, managing client interactions
- Organised small-scale client events, conferences and weddings
- Scheduled and managed staffing

Sport Accomplishments

- Competed in European, national and local luge championships
- Ski instructor

Sports

Skiing, Tobogganing, Mountain Biking, Ski touring



Languages

English
German
Italian
French
Spanish



SHAABAN Abou bakr

Egyptian, Turkish, 30

8 years in Investment Banking (Equity Sales-Trader)
3 years as co-founder and manager of fully equipped Pilates, Dance, Fitness Studio
Co-initiated Street Child World Cup, team Egypt

Bachelor of Arts in International Business and Marketing, Modern Sciences and Arts University, Cairo, Egypt. A joint degree with Middle Sex University, UK



Languages

English
Arabic

Work Experience

Co-founder and Manager, TheStudio, Egypt

- Co-founded TheStudio, a fully equipped Pilates, Dance, Fitness Studio
- Recruited, trained, evaluated, and supervised employees
- Prepared, checked and generated income budgets through preparing monthly and yearly reports
- Developed a nutrition line to complement our vision for "Redefining Health"
- Created corporate website

Assistant Vice President, Pharos Holding, Egypt

- Handled relationships with Gulf and international institutions
- Worked with research team to create value driven investment opportunities

Senior Associate, HC-Securities, Egypt

- Managed the accounts of the Middle East's most prominent high net worth individuals

- Pitched investment and trading opportunities based on independent, fundamental and technical analysis

Associate, EFG-HERMES, Cairo, Egypt

- Initiated full coverage responsibility for several new accounts, which I mostly obtained
- Built strong relationships with key research analysts and Middle Eastern investors

Assistant Manager, Andreas Restaurant, Egypt

- Monitored day-to-day operations, closing of accounts and inventory planning
- Created and marketed takeaway meals which boosted revenue
- Participated in organising and managing large events

Sport Accomplishments

- 5 Gold and 5 silver medals in Basketball at National championship level

Sports

Basketball, Football, Volleyball, Tennis, Table Tennis, Squash, Racket, Surfing, Shooting

Bachelor of Science in Business Administration,
Helsinki School of Economics, Mikkeli, Finland
Postgraduate Certificate in Sport Administration,
World Academy of Sport, Manama,
Kingdom of Bahrain

SHEHAB Hisham **Bahraini, Finnish, 26**

6 years' experience in Investment Banking, Public
Policy and Marketing in the Middle East region
18 years in sports as athlete, volunteer, student,
and administrator



Work Experience

Marketing Supervisor, Bahrain Olympic Committee, Bahrain

- Worked as part of the senior management team that led the activation of a newly launched organisation strategy for 2013
- Monetised and marketed Olympic Academy training programs and successfully listed them with local training agency
- Conducted sponsorship study of 26 sport federations in Bahrain
- Built sponsorship proposals and after-sales strategies for 3 federations

Officer, Government Projects, Bahrain Economic Development Board, Bahrain

- Worked with McKinsey to conduct feasibility study and proposal for Ministry of Cabinet Affairs' new project management office
- Delivered policy recommendations for review of Bahrain Commercial Companies Law

- Led strategy plan development with government agencies while tied to two year government budget cycles

Portfolio Manager, Investments, BMB Investment Bank, Bahrain

- Managed bank investment portfolio in public equities
- Prepared investment proposals for the CEO, CFO, Treasury Director and bank management
- Maintained broker relations and negotiated lower commissions on bank trades

Sport Accomplishments

- Swam for Bahrain in Athens Olympics (2004)
- Silver medal in Arab Swimming Games (2002)
- Gold medal in GCC Swimming Games (2002)
- Half Ironman finisher Panama (2012)
- Marathon finisher Paris (2013)

Sports

Swimming, Running, Triathlon, Football



Languages

English
Arabic
French



SIRACUSANO Gianluca

Italian, 25

5 months as Legal Intern at a leading Italian sports law firm
Ad Hoc Clerk for Court of Arbitration for Sport of Lausanne
2 years in PR and Events

Bachelor and Master of Science Degree in Law, Bocconi University, Milan, Italy
Masters of Sports Law and Justice, Altalex Formazione, Bologna, Italy



Languages

Italian
English

Work Experience

Legal Intern, Coccia De Angelis Pardo&Associati, Italy

- Assisted junior and senior associates in all aspects of the sports arbitration proceedings
- Developed defensive strategies, legal memoranda and other submissions for sports clients in relation to national and international arbitration proceedings
- Drafted a complex and full-bodied appeal brief on behalf of the Italian Anti-Doping Prosecutor for an arbitration proceeding pending before the Court of Arbitration for Sport of Lausanne
- Drafted players' contracts, termination letters, disciplinary warning notices for several professional sports clubs

Ad hoc clerk, Court of Arbitration for Sport of Lausanne in a transfer-related dispute, Switzerland

- Prepared factual schematics and legal briefs on behalf of the President of the Panel
- Conducted extensive legal research

Freelancer in Public Relations and Event Planning, Italy

- Led teams of up to 15 members in planning and running private events and banquets for 1 to 600 people
- Managed customer relationships, catering, logistics and security

Sport Accomplishments

- 9 years competitive basketball, earning several Regional and Provincial Youth awards

Sports

Basketball, Soccer, Volleyball, Water Skiing, Beach Volley, Tennis

Bachelor of Arts in Montessori Education,
St Nicholas Montessori College of Ireland

SYMMONS Nikki

Irish, 31

6 years in education as Sports Co-ordinator,
Special Needs Assistant and Head of Hockey
10 years as Hockey Coach



Work Experience

**Head Hockey Coach and Sports Co-ordinator,
Notre Dame School, Ireland**

- Supported the school's sports and hockey teams as a substitute teacher, learning support teacher and Special Needs Assistant

**Head Hockey Coach and Sports Co-ordinator,
St Andrews College, Ireland**

- Led the college's sporting and coaching programme as the Hockey Head Coach, Junior A team coach, Head of Girls Cricket and Special Needs Assistant

**FIH commentator, World League Finals
(Top 8 Teams in World Hockey), Argentina**

- Acted as 'colour' commentator, providing expert views on the technical and tactical parts of the game as they were streamed live on the FIH YouTube channel
- Interviewed each team captain and selected players during the tournament
- Assisted photo shoots with the captains of each team

**Mentor & Coach, Irelands Fittest Family (TV Show),
Ireland**

- Selected as one of four well-known Irish sports personalities for national television show
- Coached and mentored a family for six weeks for each episode, competing in adventure races against three other families and their coaches/mentors

Sport Accomplishments

- Highest capped Irish female athlete in history (208 caps in Hockey)
- Competed in interprovincial at every level, along with International caps at every underage level
- 7 International caps for Ireland in Cricket

Sports

Hockey, Cricket



Languages
English



TENENWURCEL Maria Eduarda

Brazilian, Polish, 23

4 years volunteering in the sport industry, managing sponsorship, marketing, events, and logistics

Bachelor of Business (Sport Management and Marketing), Griffith University, Gold Coast, Australia



Languages

English
Portuguese

Work Experience

Sport Manager, Brazilian Olympic Committee, London Olympics, England

- Assisted in the administration of Crystal Palace Sport Training Centre
- Monitored logistics of security, hospitality, catering and transportation
- Organised credentials for athletes, staff and visitors
- Supported athletes

Sport Administrator, Gold Coast Suns Football Club, Australia

- Promoted the club's image and stimulated membership drive
- Organised credentials for new members
- Liaised with supporters and sponsors on the club's behalf

Sport Administrator, Australian University Games, Australia

- Participated in organisation of the event

- Implemented accreditation processes
- Organised awards presentation
- Prepared competition reports

Sport Manager, Down Under Sport, Australia

- Assisted and provided information to staff, athletes, coaches and supporters
- Participated in the organisation of events
- Managed venue set up and pack down

Sport Accomplishments

- Coach of the 2012 National (Australian) School Futsal Championship winning team

Sports

Football, Volleyball (Indoor and Beach), Swimming, Tennis, Futsal, Athletics, Gymnastics, Handball, Basketball, Australian Football

Bachelor of Science (Honours)
Human Anatomy, University of
Calabar, Nigeria

UDO-OBONG Enee **Nigerian, 31**

Olympic athlete with competition management and technical advising experience to the Athletics Federation
7 years of experience in Sales and Marketing of a Sports Centre
3 years as a Technical Developer for grassroots talents
1 year as a Sports Manager and Marketer



Work Experience

Founder, Sports Business Network Ltd, Nigeria

- Organised and promoted the first sporting competition amongst corporate medical staff
- Managed and marketed the Sports Legends awards

CEO, Fitness Options Limited, Nigeria

- Increased the company's turnover by 400% in 18 months
- Grew the active membership by 300% in 18 months
- Expanded the company's visibility beyond its area of operation

Special Adviser (Technical), Athletics Federation of Nigeria, Nigeria

- Advised the president on matters relating to the rules and regulation of the sport
- Accessed technical information before recommending approval to the president

- Helped design activities and program of events for Athletics competition

Team Director, Akwa Ibom State Sports Council, Nigeria

- Developed grassroots talents and trained individuals
- Designed a training program for the ministry

Sport Accomplishments

- 2000 Olympic Gold medalist, 4x400m
- 2004 Olympic Bronze medalist, 4x400m
- 2002 National Champion, 400m
- 4x National Sports festival medalist
- Sportsman of the year 2000

Sports

Tennis, Football, Athletics, Swimming



Languages
English



ZHAO Ruyang

Chinese, 24

6 months as Assistant Coach at a Beijing Golf club
8 months as a Human Resources Administrative Assistant with the Chinese Basketball Association
Multiple sports volunteering experience in logistics, operations and event organisations

Bachelor of Sport Coaching, Beijing Sport University, Beijing, China

Master of Arts in Kinesiology and Recreation Management, University of Manitoba, Winnipeg, Canada



Languages

English
Chinese

Work Experience

Volunteer, ISSF World Cup Beijing 2010, China

- Transported sport teams and officers
- Assisted teams and officials during the registration process
- Liaised with customs, police departments and the Beijing airport to register athlete's guns
- Translated and interpreted for athletes, coaches and officers

Volunteer, Nike Asia Basketball Camp, China

- Filmed video footage of camp

Volunteer, Beijing International Marathon, China

- Coordinated onsite operations of the marathon

Volunteer, China Open Tennis Tournament, China

- Assisted the doping control centre

Organiser, Basketball League of Beijing Sport University, China

- Organised 16 teams and over 200 people to participate in the biggest league in BSU

- Organised 10 teams and over 100 people for the Basketball League of Sports Coaching College

Assistant Coach, Beijing No. 18 International Golf Club, China

- Assisted the coach during lessons
- Translated and interpreted between coach and clients
- Scheduled client classes

Administrative Assistant (Internship), Chinese Basketball Association, China

- Supported and assisted the human resources department

Sport Accomplishments

- Champion of Provincial Youth Basketball Tournament
- Chinese Basketball level 2 athlete and referee

Sports

Soccer, Athletics, Swimming, Basketball



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+41 (0)21 693 85 93