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# MASTER OF ADVANCED STUDIES IN SPORTS ADMINISTRATION AND TECHNOLOGY

## CLASS OF 2016

**Ranked No. 1**

**Masters in Sports Management Worldwide by Eduniversal**

**MASTER OF  
ADVANCED  
STUDIES**

IN SPORTS  
ADMINISTRATION  
& TECHNOLOGY

[www.aists.org/msa](http://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**

## AISTS MSA

### THE NO. 1 SPORTS MANAGEMENT MASTERS IN THE WORLD

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.

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## 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 2016 Participants

Email: [info@aists.org](mailto:info@aists.org)

Phone: +41 (0)21 693 85 92

[www.aists.org/2016](http://www.aists.org/2016)

## 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 positively contribute to sports management through a multi-disciplinary approach to education and sciences by remaining at the forefront of the sport industry's development and the Olympic movement.



## CHRISTOPHE DUBI

Sport's best performances are always beckoning. Athletes are pushing the limits a little further every day. Their entourages, including coaches, become increasingly better and more sophisticated. The same has to be for sports institutions.

2015 was an intense year for the International Olympic Committee and the Olympic Movement with Olympic Agenda 2020 and its implementation. It is starting to make a difference in many areas, starting with the candidature process for the Olympic Games, which has been totally revamped. For the organisation of the Games too, we see a number of concrete benefits, with more flexibility given to the Organising Committees to design the solutions that best fit their needs in terms of delivery, and more significantly the Olympic Games legacy. Governance is at the very heart of Olympic Agenda 2020. More than ever, we understand the need for additional measures to be introduced.

2016 will be a year of memorable emotions.

Lillehammer will host the Winter Youth Olympic Games from 12 to 21 February. What a great way to put under the spotlight once more a city that forever changed the Olympic Winter Games, and in particular, introduced the environment and sustainability as key components.

In August, the world's attention will turn to Rio. Despite the extremely challenging context faced by the organisers, images of Rio 2016 will be nothing less than stunning. More importantly, these Games have already generated positive legacies.

At a time when it is ever more challenging to demonstrate the opportunity cost of a mega event, Rio 2016 will offer the best example of responsible Olympic Games, which truly makes sense.

You have embarked on an important path towards sports management excellence. AISTS has a proven record to help managers achieve this objective.

Your efforts will pay off and your future involvement will also make sense.

### **Christophe Dubi**

*Olympic Games Executive Director,  
International Olympic Committee*



## SERGIO LOPEZ

In a fast changing world and difficult times, sport represents a positive resource for society. It offers inspiring stories and constructive principles. It is a universal language that brings people together across the globe, irrespective of location, age or socio-economic background.

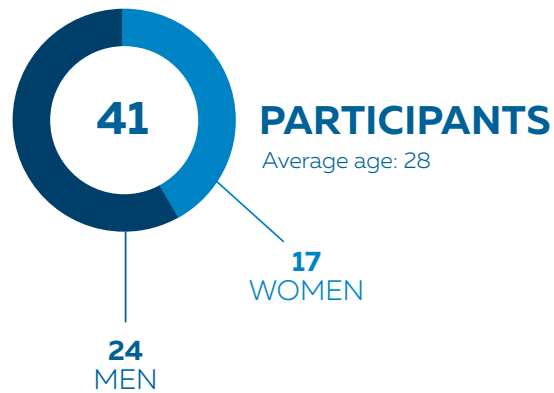
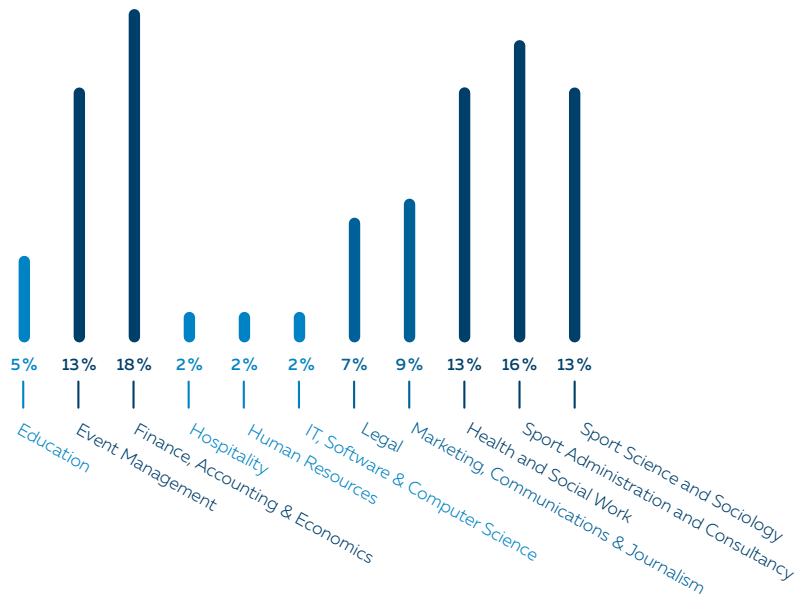
Yet, in spite of its growing magnetism and power, the world of sport is also facing significant challenges. New demands are emerging which push organisations to re-think themselves and their activities. The size and complexity of operations keep expanding. Technology is revolutionising media consumption. While sport remains king for broadcasters, the expectations of audiences and stakeholders grow and become more sophisticated. The value of the commercial rights of sport continues to increase, but so does the financial risk, requiring thoughtful business models. Legal frameworks need to keep evolving in order to charter and regulate these evolving realities.

Professionals who have a broad and strong background could play a key role contributing new ideas, new visions and new solutions. I wish the participants of AISTS Master of Sports Administration best of luck in their studies this year and their future career.

### **Sergio Lopez**

*Vice President – Media Rights,  
2014 & 2016 Olympic Games Lagardère Sports Geneva S.A.*

# AISTS MSA CLASS OF 2016 PROFILE



# AISTS MSA CLASS OF 2016 NATIONALITIES



Languages: 23  
Nationalities: 26  
Average years of experience: 6

# PARTICIPANTS PROFILES 2016

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**3 ½ years** as a Consultant in a Brand Agency  
**6 months** in a Digital and Technology Agency



**Alvaro ABATI**  
Spanish

**Languages**  
Spanish, English, French

**Education**  
Business Administration and Management Degree, Icade University, Madrid, Spain

**Work Experience**

**Consultant, Interbrand, Madrid, Spain**

- Developed and delivered brand strategy and valuation projects including positioning, architecture and implementation strategies for clients in Spain, Europe and Latin America. Former clients include Repsol, Nike, Iberia, Juventus, Dufry, Lebron James, AJE

**Intern, Accenture, Madrid, Spain**

- Supported the digital marketing expansion of the Movistar brand and delivered innovative solutions to help the leading companies drive performance and increase brand equity

**Intern (Sponsorship department), Meta Image S.A, Madrid, Spain**

- Assisted in the organisation of sport events sponsored by Meta clients, including Mercedes

**Outstanding Achievements**

- Represented Interbrand worldwide at Omnicom's Emerging Stars program 2014
- Awarded the best business plan on an original entrepreneurial idea, Communication in Business course at Harvard University

**Sports**

Football, Tennis, Basketball, Crossfit, Ski, Triathlon

**4 years** of Project Management and Marketing experience in Grassroots Sports Development in West Africa (Nigeria and Ghana)



**Oladapo AJAYI**  
Nigerian

**Languages**  
English

**Education**  
Bachelor of Science (Management Information Systems), Covenant University, Nigeria

**Work Experience**

**Social Media and Project Manager, Lagos State Football Association, Lagos, Nigeria**

- Managed the social media accounts, including Twitter and Facebook, and grew the number of followers through visual and engaging interactions
- Improved the brand perception by reducing the response time to queries
- Initiated and developed the Ekofootball Future Stars Project - a grassroots, state-wide football development program targeted at U-13 kids
- Helped to launch the Seyi Akinwunmi Charity Mini Tournament - an annual charity, football event to raise funds for the education of intelligent and economically disadvantaged children

**Customer Service Representative, Hi Media Group (HiTV), Lagos, Nigeria**

- Sole representative from the Customer Service Department in the seven-member ad-hoc committee mandated to oversee the deployment of 400,000 new decoders
- Member of Hi-Ambassadors - a select group tasked with implementing company-wide changes in attitude and performance
- Promoted to Team Lead position within the first three months

**Sports**

Table Tennis, Football, Long Jump, Sprinting



**7 years'** experience in Market Research Consulting Agencies: analysing and providing recommendations on Brand Communication, TV Advertising and Brand Equity



**Michel ALARCON**  
French

**Languages**

French, English, Spanish, Italian

**Education**

Master of Management in International Trade, University Paul Cézanne  
Bachelor Degree in Economics & Management, University Paul Cézanne, Aix-en-Provence, France

**Work Experience**

**Associate Director, Client Service, IPSOS ASI, Geneva, Switzerland**

- Managed client relationship relationships on multi-country projects
- Analysed market research data for FMCG brands
- Provided recommendations on advertising optimisation, communication strategy and brand equity building
- Delivered and presented market research reports to clients
- Responded to the RFQ and prepared study proposals

**Market Research Executive, Millward Brown, Geneva, Switzerland**

- Coordinated multi-country research studies on brand communication, brand equity, and TV advertising
- Measured the efficiency of the sponsorship and online advertising of international sport events
- Involved in all key phases of market research projects: study design, analysis, interpretation of insights, and presentation of findings to the client

**Sport Achievements**

- Silver Medal in Junior French National Rowing Championship (2003)
- Bronze medal in University French National Rowing Championship (2005)

**Sports**

Basketball, Rowing, Running, Volleyball

**2 years** in the Importation and Distribution of childcare products and games in Morocco



**Shervin AMINI**  
Moroccan, American

**Work Experience**

**Business Development Manager, Kidco, Morocco**

- Negotiated sales contracts with major local distributors (Auchan and La Grande Récré among others)
- Regularly managed the companies' instore retail corner held by specialised retailers
- Scanned online resources for suitable brands to import
- Drafted a schedule in order to maximise sales team performance
- Monitored and analysed revenues and expenses
- Developed marketing and commercial strategies
- Negotiated for licensing and distribution rights, working with Hasbro (USA) and Goliath (NE)

**Sports**

Football, Basketball, Tennis, Snooker

**Languages**

French, English, Arabic

**Education**

Bachelor in Entrepreneurship, American University of Paris, France

**7½ years** of experience in Learning & Development and Human Resource practices across industries such as Sports Education, Information Technology and Information Services, in India and Manila



**Ashish BARDAPURKAR**  
Indian

**Languages**

English, Hindi, Marathi

**Education**

Post Graduate Diploma in Management (Marketing & HR), Goa Institute of Management, India  
Bachelor of Engineering (Mechanical Engineering), Marathwada University, India

**Work Experience**

**Simplification Consultant, Wipro Technologies, India**

- Part of the core group of Simplification consultants in Wipro, a team set up by the COO to simplify internal processes and make employee's lives easier
- Researched systems and contributed ideas in the Simplification project
- Led all HR related ideas to implementation

**Sport Operations Manager, KOOH Sports, India**

- Developed the entire sports curriculum for KOOH Sports, a sports outsourcing firm working with schools in India
- Developed from scratch curriculum for eight sports, worked extensively with coaches and experts to test the same in schools

**Assistant Manager - Learning & Development, Firstsource Solutions, India & Manila**

- As a L&D consultant, worked closely with business heads to identify and help implement their learning needs

**Sport Achievements**

- Competed in regional and national level FIDE rated Chess tournaments in India between 1997-2001

**Sports**

Chess, Football, Cricket

**2 years** Developing Grass-Roots Australian Football in India

**6 months** Coordinating Network of Reporters for Sport betting industry

**2 years** in Communications and Event management for a Sport Association



**Vineet BASU**  
Indian

**Work Experience**

**Regional Development Manager, Australian Rules Football Association of India (ARFAI), India**

- Administered project to conduct Australian Football coaching for youth in three Indian states under the Australian Sports Outreach Programme grant from the Australian Sports Commission
- Headed project to introduce Australian Football to 1,500 children under Direct Aid Programme grant from the Australian High Commission

**Organising Committee, ARFAI National Championships, India**

- Formulated monitoring and evaluation frameworks for all coaching activities
- Designed curriculum to train young players and coaches
- Completed AFL Level-1 Coaching Certification

**Country Manager, InPlay Sports Data, India**

- Trained and mobilised reporters' network to provide real-time match updates for European betting market

**Media and Communications Coordinator, ARFAI, India**

- Conceptualised content representing ARFAI in online and print media including the website
- Led digital marketing through social networking platforms
- Led partnership activation for projects and events across India

**Outstanding Achievements**

- Co-founded Australian Football national association and increased participation from 200 to over 5000 in three years

**Sports**

Football, Australian Rules Football, Tennis, Badminton, Cricket

**Languages**

English, Hindi, French

**Education**

Bachelor of Technology (Computer Science & Engineering), West Bengal University of Technology, India

**6 months** as Department Manager in the Sporting Goods industry in Belgium  
**3 months** as Junior Project Manager in Sport Event Management in Europe

**13 years'** experience in Hospitality industry in Europe, Middle East & Asia  
(Event, Sales, Recreation & Spa management)

**4 years** in Recreation & Spa Management positions in China



**Kevin  
BECKERS-VIEUJANT**  
Belgian

**Languages**

French, English, Dutch, Spanish

**Education**

Master in Business Management (Finance), ICHEC Brussels Management School, Belgium  
Bachelor in Business Management, ICHEC Brussels Management School, Belgium

**Work Experience**

**Junior Project Manager, People First Management, Belgium**

- Developed new corporate running events to increase networking between companies and new teambuilding experiences for employees
- Organised winter team building events

**Department Manager, Decathlon, Belgium**

- Implemented a new aisle in the department, leading to increased sales volume and new customers
- Analysed costs and managed stock inventory levels
- Oversaw the monthly and yearly budget

**Intern, Getyoo, Belgium**

- Developed new market strategies to target the company's product to the professional sector

**Sport Achievements**

- 2x Belgian Field Hockey Vice Champion (2011 - 2013)
- Euro Hockey League Semi Finalist (2014)
- Belgian National Champion U17 & U23

**Sports**

Field Hockey, Running, Football, Cycling, Trekking, Snowboarding



**Work Experience**

**Spa & Recreation Manager, Grand Hyatt Sanya Haitang Bay Resort&Spa, China**

- Developed the Grand Hyatt wellness concept for the first Hyatt Beach Resort Spa in China
- Established the budget for the Spa & Recreation department
- Collaborated with sales team on marketing strategy
- Set up foundation of standards to provide quality service

**Spa & Recreation Manager, Park Hyatt & Hyatt Regency Changbaishan, China**

- Launched the Ski Center in both hotels in the first Hyatt Ski Resort in China
- Anticipated operational performance/training and standards to achieve set financial targets

**Recreation Manager, Hyatt Regency Jing Jin City Resort & Spa, China**

- Re-structured department for greater efficiency and profitability
- Facilitated promotional events and activities to create awareness and increased bookings
- Maintained relationships with members and regular guests

**Sport Achievements**

- Figure Rollerskating, Swiss Championship, participant 1991 -1996

**Outstanding Achievements**

- Won the SpaChina award in the category of "Best newly opened Spa in China" for the Park Hyatt Changbaishan (2013)

**Sports**

Figure Roller Skating, Volleyball, Triathlon, Snowboarding/Alpine Skiing



**Silvia BERNHARD**  
Swiss

**Languages**

German, French, English, Mandarin

**Education**

Bachelor of Science (Hospitality Management)  
Ecole Hôtelière de Lausanne, Lausanne, Switzerland

**9 years** in Education Management as Administrator and Teacher

**1 year** in Insurance as a Property Adjuster

**1 year** in Municipal Production Planning for Nottingham City Council



**Michael BROADLEY**  
British

#### Languages

English, Dutch, French

#### Education

Master of Arts in Media & Communication, International University in Geneva, Switzerland  
Bachelor of Arts (Hons) in Social and Cultural Studies, University of Nottingham, UK

#### Work Experience

**Assistant Dean of Student Affairs, International University in Geneva, Geneva, Switzerland**

- Project-managed accreditation reports for learning outcome measurement of degree programmes for ACBSP and IACBE education bodies
- Managed global scheduling for all courses using Blackbaud software
- L lectured first year undergraduates in academic writing

**Teacher, Institut Le Rosey, Rolle & Gstaad, Switzerland**

- Taught English language and literature across various curricula
- Responsible for students' daily boarding routine

**Property Adjuster, Wawanesa Insurance Company, Toronto, Canada**

- Managed client insurance claims from initial investigation to final settlements
- Dealt with claims regarding subrogation, contribution and salvage

**Municipal Production Planner, Nottingham City Council, Nottingham, UK**

- Planned subsidised housing projects
- Drove the master schedule in preparation and development of all critical paths regarding assigned projects
- Managed production rates and raw material prices, contacting vendors and checking inventories for timely execution

#### Sport Achievements

- 23 Marathons including 3 world majors, Boston (x3), Berlin (x2) – and Chicago

#### Sports

Marathon Running, Athletics (Track & Field), Football, Cricket

**Over 9 years** of experience as an In-house legal counsel to major global gaming and entertainment operator, and as a lawyer in private practice, in Asia and Europe



**Joana CAL**  
Portuguese

#### Work Experience

**In-house legal counsel, Galaxy Entertainment Group, Macau SAR**

- Provided legal and strategic advice to the Group, represented the group during negotiations, drafted and reviewed contracts, and undertook risk assessment
- Responsible for communicating with local Government authorities on company affairs

**Lawyer, Leonel Alves Law Firm, Macau SAR**

- Handled a number of legal issues, including labour related matters, as the litigation lawyer and external legal counsel to one of the major global gaming operators present in Macau

**Lawyer and Trainee Lawyer, Vieira de Almeida & Associates Law Firm, Lisbon, Portugal**

- Worked in different fields, including commercial litigation, public procurement and project finance

#### Sports

Roller Hockey, Dragon Boat Racing, Football, Yoga

#### Languages

Portuguese, English

#### Education

Law Degree, Faculty of Law at the Nova (New) University of Lisbon, Portugal  
Intellectual Property Law Post-Graduation Course Attendance Certificate, Portuguese Intellectual Property Law Association and Lisbon University Faculty of Law, Portugal



**1 year** in Sales, Marketing and Ticketing in the sports and retail industries, including for Roland Garros and Louis Vuitton

**1 month** in Policy Advising in Brussels

**5 years** as Key Account Manager in the insurance broker industry in Paris working with international clients, including in Switzerland, Belgium, Tunisia

**1 year** project management in the Hospitality industry in Switzerland, UK & Latin America



**Corentin CAPORAL**  
French, Peruvian

**Languages**

French, English, Spanish, Italian

**Education**

Bachelor of Arts (International Relations and Politics), University of East Anglia, Norfolk, UK

**Work Experience**

**Commerce and Marketing Intern, Albatros France Golf Solutions, France**

- Conducted competitor analysis and produced benchmarking reports
- Acted as liaison for the opening of the Belgian and Swiss market
- Provided analysis of data to inform the marketing campaigns
- Pursued business leads and worked with clients to deliver adapted offers to their structures

**Assistant Head of Ticketing & Invitations, Roland Garros, Paris, France**

- Intermediate between the different ticketing stands and entrances to the venue and the ATP/FFT offices

**Policy Adviser Intern, East of England European Partnership Brussels**

- Ensured active parliamentary watching for local partners, notably for the European ERASMUS+ programme for education, training, youth and sport
- Supported relations and connections between partners and EU grant schemes
- Extracted and evaluated data from specialised Parliament/Commission projects

**Sport Achievements**

- University Rowing: Cambridge Head & Norwich Head 8's 2013 (win) BUCS 4's & 8's Head Rowing (top 10) HoRR 2012-3

**Sports**

Football, Tennis, Rugby, Golf, Rowing, Motorsports, Basketball



**Stefany CHATELAIN-CARDENAS**  
Colombian, French

**Languages**

Spanish, French, English

**Education**

Bachelor in Business Administration (Marketing), Colegio de Estudios Superiores de Administración CESA, Bogota, Colombia  
Master in Marketing Product and Communication, NEOMA Business School, Rouen, France

**Work Experience**

**2016 International Academic Partnership Academic Coordinator, GLION Institute of Higher Education, Switzerland**

- Coordinated student transfer and exchange (Switzerland - UK)
- Project managed off-site examinations and courses with Laureate universities world-wide (USA, Latin America and the Middle East)
- Worked closely with the CEO on the affiliation agreement negotiation

**Key Account Manager, SPB, France**

- Ensured the commercial development for SPB key accounts (including Carrefour, Orange, FNAC) in France with more than one million insured and abroad
- Supported the development and implementation of new products
- Managed and implemented new processes: initiation, planning, design, execution, monitoring, controlling and closure

**Global Marketing Trainee, Accor Hotels, France**

- Analysed the pricing strategy of the main competitors
- Enhanced a "promotional toolbox" for the country's use

**Sport Achievements**

- Colombia 2004: National Triathlon Champion (Junior)

**Sports**

Swimming, Triathlon, Cycling

**3 years** in Management Consulting in the Financial Services industry in Portugal & Angola



**Gil CRUZ**  
Portuguese

**Languages**

Portuguese, English, Spanish

**Education**

Bachelor of Management, Nova School of Business and Economics, Portugal

**Work Experience**

**Senior Advisor, KPMG Advisory, Portugal & Angola**

- Developed strategic and business plans
- Conceptualised organisational transformation and governance models
- Implemented regulatory compliance frameworks
- Designed cost modelling, budget models and optimisation tools
- Performed PMO role in transformational projects
- Completed and analysed HR assessments of competences

**Sport Achievements**

- 4x participation in Youth FIBA European Championships, achieving best result of 2nd place (2005 – 2008)

**Sports**

Basketball, Football

**4 years** as a Ski Coach in a Professional Alpine Ski Team in Italy  
**2 years** as a Consultant for Europe and North Africa in the Sport Facilities industry



**Gianluca DE CRISTOFARO**  
British, Italian

**Work Experience**

**Ski Coach, Sci Club La Thuile Rutor, Italy**

- Prepared athletes for skiing competitions
- Prepared and tuned skis for competitions and training
- Planned training sessions, both during the summer through dry land training and during the winter on snow

**Consultant for Foreign Countries, A.I.S. Associazione Impianti Sportivi, Italy**

- Organised and participated in conferences related to energy efficiency, safety issues and welcoming of disabled people in sports facilities
- Involved in translations and presentations in foreign languages

**Account Manager, Milano Ad Srl, Italy**

- Acquired Levi's as a customer for advertising campaigns
- Designed and created an advertising campaign for Levi's jeans

**Ski Coach, LaThuile Ski Team, La Thuile, Italy**

- Organised the FIS Women Alpine Ski World Cup Downhill and Super Giant Alpine Skiing Races
- Prepared the racing slopes, with attention to safety
- Maintained competition tracks to ensure races take place safely

**Sport Achievements**

- 5 years competing in National and International FIS Races (Alpine Skiing)
- Participated in Australian New Zealand Cup (Skiing)

**Sports**

Skiing, Tennis, Football, Trail Running, Beach Volleyball

**Languages**

Italian, English, German, French, Spanish

**Education**

Bachelor of Business Administration (Management), European School of Economics, London, Madrid, Milan

**8 years** as pharmacist with managerial experience in England  
International Karate competitor since 2007



**Karen DOLPHIN**  
Irish

**Languages**  
English

**Education**  
Masters of Pharmacy,  
University of Brighton,  
England

**Work Experience**

**Lead Pharmacist at Green Light Pharmacy, (Euston branch, London, England)**

- Managed a team of eight staff and ran a number of community public health services with the aim of reducing health inequalities
- Achieved 'Healthy Living Pharmacy' status, through the contribution to improving public health in the Camden area
- Critically reviewed and audited standard operating procedures for clinical practice throughout the entire company to ensure good governance and patient safety was maintained
- Collaborated with other lead pharmacists, senior members of the board and safety officers to drive change and implement best practice company wide
- Developed and implemented business strategies within the branch which have been adopted group wide

**Lead Pharmacist/Manager Bow Pharmacy, London**

- Tutored six pre-registration pharmacists who successfully passed their final professional examinations to become fully qualified pharmacists
- Developed a pharmacy mathematics workshop for trainees

**Outstanding Achievements**

- Irish Assistant National Kata Coach
- Regional winner, Royal Pharmaceutical Society 'I love my pharmacist competition' 2015

**Sport Achievements**

- Competed in Karate at the European Games, Baku 2015, Top 8
- World Championships Bremen 2014, Top 32
- 3x Irish National Kata Champion 2013, 2014, 2015
- Irish National Kata Coach

**Sports**

Karate, Yoga, Soccer, Kickboxing, Kung Fu, Snowboarding

**17 years** as a Professional Athlete (Triple Jump) with International  
Laurels and as a Sports Coordinator



**Otonye IWORIMA**  
Nigerian

**Languages**  
English

**Education**  
Bachelor of Arts (Fine &  
Applied Arts), University of  
Nigeria, Nsukka, Nigeria

**Work Experience**

**Sports Coordinator/Senior Liaison Officer (Board Member), Ministry Of Sports, River State Government, Nigeria**

- Charged with the responsibility for all matters relating to sports
- Acted as a liaison between athlete and Government Administrators and Federations
- Assisted and supported the development of young Athletes

**Professional Athlete, The Athletics Federation of Nigeria**

**Events Coordinator Assistant, The Athletics Federation of Nigeria, Nigeria**

- Assisted in the development and management of all event aspects
- Served as contact to athletes and acted as the liaison in providing and determining their needs
- Maintained positive rapport and formed strong Athlete-Federation relationships
- Assisted in enforcing facility rules, regulations, policies and procedures to athletes
- Assisted venue manager on reporting event expenses

**Outstanding Achievements**

- Commonwealth Game Silver medalist in Triple Jump (2006)
- 2x All Africa Games Bronze medalist in Triple Jump (2007 & 2011)
- Most valuable female Nigerian Athletics (2006)
- First Nigerian Triple Jumper International medalist
- Acting Captain (Athletics) Commonwealth Games 2010

**Sports**

Athletics, Lawn Tennis, Football, Basketball, Swimming

**12 months'** experience in market research strategies,  
consumer behaviour projects and business communication  
**6 years** as a Professional Swimmer



**Christine JENNINGS**  
American

**Languages**  
English

**Education**  
Bachelor of Science,  
University of Minnesota,  
Twin Cities, Minneapolis,  
USA

**Work Experience**

**Swim & Strength Instructor, Rally Sport Aquatics, USA**

- Instructed children from 5 to 18 years old in technique, swim mechanics, strength and conditioning
- Mentored and helped implement current and future life strategies and goals for athletes pursuing both an academic and athletic career in high school and college

**Communications/Marketing Intern, PBS, USA**

- Effectively built processes and methodologies to maximise market research activities and events that drove web hits, viewer ratings and product sales
- Responsible for marketing and promoting PBS events
- Worked with high schools to increase audience and web traffic
- Promoted social media networking through Facebook and YouTube, increasing audience for programming
- Created press releases, letters and marketing materials to increase visibility and audience growth

**Sport Achievements**

- 2013 FINA World Championships (10th-10K; 6th-25K), 2011(13th-10K), 2010(7th-10K; 4th-5K), 2008 (22nd-5K)
- 2011 Pan American Games (3rd-10K)
- 2010 Pan Pacific Championships (1st-10K)
- FINA 10K World Cup

**Outstanding Achievements**

- Recipient of the Dorothy L. Sheppard Award for the best swimmer demonstrating a commitment to life long learning

**Sports**

Open Water Swimming, Swimming, Triathlon, Cycling, Tennis

**7 months** at Alpenhotel Fleurs de Zermatt  
**2 years** President of Student-Athlete Advisory Committee  
**1 year** as Volunteer Coach Division 1 Women's Tennis  
**3 years** Student-Athlete Division 1 Tennis



**Carol KAHOUN**  
German

**Work Experience**

**Receptionist, Alpenhotel Fleurs de Zermatt, Switzerland**

- Acted as a main contact point for hotel guests
- Responsible for maintaining the daily accounts and room scheduling
- Provided customer service, including responding to potential client inquiries
- Liaised and maintained relationships with suppliers

**President, Student-Athlete Advisory Committee (SAAC), Virginia Tech, USA**

- Represented Women's Tennis and voted on NCAA legislation
- Communicated with in-conference institutions to share ideas and discuss developments
- Planned new events such as the end-of-year award show
- Organised and participated in community outreach

**Student/Volunteer, Exploring Citizens Global Leadership, Dominican Republic**

- Worked with 60+ youth in cross-cultural setting alongside non-profits, NGO's and Peace Corps Volunteers
- Led leadership skills and community health concerns sessions
- Assisted and actively supported sustainability projects

**Sport Achievements**

- Competed in Tennis at a national level in Switzerland
- Received a full scholarship at Division 1 Institution in the USA

**Outstanding Achievements**

- Atlantic Region ITA/Arthur Ashe, Jr. Award for Sportsmanship and Leadership 2014 ITA

**Sports**

Tennis, Ultramarathon/Marathon, Running, Cross-Country Skiing

**Languages**

German, English, French, Czech

**Education**

Bachelor of Science (Human Nutrition, Foods & Exercise)  
Bachelor of Science (Psychology), Virginia Polytechnic Institute and State University, USA



**4 years** in Youth Talent Management and Leadership Development  
**1 year** in Administration and Website Management



**Pei Chen KANG**  
 Taiwanese

**Languages**

Mandarin, English

**Education**

Bachelor of Arts (Geography and Applied Chinese Language and Literature), National Taiwan Normal University, Taiwan  
 Master of Arts (Transcultural European Outdoor Studies) Erasmus Mundus Joint Master Program, University of Cumbria, UK, Norwegian School of Sport Sciences, Norway, University of Marburg, Germany

**Work Experience**

**Volunteer, Úlfjótsvatn Outdoor and Scout Center, Iceland**

- Assisted with the outdoor programmes in archery, climbing and team building for schools and scout groups
- Led international cooperation with volunteers from different countries
- Assisted with delivering the Christmas programme, including workshops

**Intern, The Alliance Cultural Foundation (NGO), Taiwan**

- Assisted with a photography exhibition
- Edited the website in English
- Worked with the organisation's database

**Talent Manager, AIESEC Taiwan National University Local Committee, Taipei, Taiwan**

- Organised youth development training programme and conferences
- Represented Taiwan at the AIESEC Leadership Development Seminar for Western Europe and North America
- Organised the Innovative Lab workshop and was responsible for international delegates at the 2013 AIESEC Taiwan Summer National Conference

**Sports**

Swimming, Basketball, Badminton, Cross-Country Skiing

**3 years'** Journalism, Marketing and Product Testing experience in Water Sports industry in the United States and Europe  
**6 years** as a Professional Water Skier



**Geena KRUEGER**  
 German, Canadian,  
 Swiss C-Permit

**Work Experience**

**Professional Water Skier, German National Team**

- Competed in international water ski tournaments
- Acted as an ambassador for Under Armour, HO Sports, and Reflex as an athlete
- Promoted sponsors through social media strategy
- Developed and tested high-end water sports equipment

**Online Editor, Bonnier Corporation, WATERSKI Magazine, United States**

- Created original content including articles, photo galleries and videos for website and e-newsletter
- Developed and implemented strategies for audience growth and reader engagement
- Conducted interviews with experts
- Planned and assisted the event coordinator with WATERSKI awards banquet

**Sport Achievements**

- World Water Ski Championships, Slalom, 3rd place
- 2015 European WaterSki Championships, Slalom, 2nd place
- 2015 Hold German National WaterSki Record, Slalom 2012-present
- German Athlete of the year
- Led Division I waterski team as captain to three Nationals

**Sports**

Water Skiing, Ice Hockey, Tennis, Football, Alpine Skiing

**Languages**

English, German

**Education**

Bachelors of Arts and Science (Critical Media and Cultural Studies with minor in Communications), Rollins College, United States

**2 years** of organising committee experience as both a volunteer and employee in diverse functional areas  
**1 ½ years** of financial experience in Canada



**Stefanie KRYSIAK**  
Canadian

**Languages**  
English

**Education**  
Bachelor of Commerce Honours Program (Management Economics in Industry and Finance Co-op), University of Guelph, Canada

**Work Experience**

**Associate, Revenue and Planning Toronto 2015 Pan/Parapan American Games Organising Committee, Canada**

- Assisted with the budgeting, forecasting, analysis and collection of sponsorship, ticketing, catering and licensing revenue streams
- Supported the monthly financial statement close
- Collaborated with internal functional areas and external clients to resolve financial challenges and issues

**Intern, Venue Management and Event Services Toronto 2015 Pan/Parapan American Games Organising Committee, Canada**

- Assisted with the daily administration and development of venue operational planning processes such as daily run sheets, issue trackers, venue fact sheets, homepages and binders
- Produced a report to improve the experience of athletes' families and friends during an international multi-sport Games

**Volunteer Program Ambassador, Toronto 2015 Pan/Parapan American Games Organising Committee, Canada**

- Assisted with the recruitment of general and specialised Games-time volunteers by identifying and developing relationships with organisations
- Increased awareness and engagement in the TO2015 Games-time volunteer programme through presentations, volunteer job fairs and external community events
- Encouraged communities to become involved during the Games by acting as an ambassador

**Sport Achievements**

- Received Dressage Niagara's Award for Excellence based on national and international dressage competition results at the FEI Junior level (2009)

**Sports**

Equestrian Sports (with a focus on dressage)

**½ year** as Marketing Manager at an International Sports Federation  
**6 years** as an Elite Athlete



**Hans Jørgen KVÅLE**  
Norwegian

**Languages**

Norwegian, English, Swedish

**Education**

Master of Science (Sports Science), GIH Stockholm, Sweden  
 Bachelor of Science (Medical Science), Dalarna University, Sweden  
 Bachelor of Science (Education), Dalarna University, Sweden  
 Bachelor of Science (Sports Science), Dalarna University, Sweden

**Work Experience**

**Marketing Manager, International Orienteering Federation, Norway**

- Created and executed strategic development plan for a sport discipline
- Developed and led the federation's Web Channel: web page and app with interactive live broadcasts, news and statistics
- Devised and implemented marketing and sponsorship sales strategy
- Coordinated the television production of World Cup events
- Organised development clinics for groups of up to 120 participants from 15 countries
- Presented bids for inclusion of the sport to the Olympic and FISU Universiad programmes

**Project leader community health and activity project - "Stolpejakten", Norway**

- Created and executed project plan
- Developed relationships and applied for support from authorities and partners
- Responsible for promotion and sales of sponsorships
- Achieved 10% increase in the inhabitants' participation

**Founder, BenhamKvåle Sport, Norway/Sweden**

- Provided consulting to event organisers to prepare and run high level orienteering events
- Executed large mapping projects to be used for major events
- Coached individuals, groups, clubs and national teams at various sports and levels

**Sport Achievements**

- 1x World Champion Mountainbike Orienteering (2014)
- 4x European Champion Ski Orienteering (2013-2015)
- Coached an athlete to 2 World Cup overall victories and 8 individual World and European Championship medals

**Sports**

Orienteering, Cross-Country Skiing, Cycling, Multisport, Running

**1 year** in Sports Evaluation Research & Youth Development in the United States

**9 months** in Marketing, Sporting Events and Brand Management

**5 months** with a National Sport Federation in Korea



**Jung Yeun LEE**  
South Korean

**Languages**  
English, Korean

**Education**  
Bachelor of Science (Sports Management), New York University, New York, USA

**Work Experience**

**Coordinator/Researcher, United States Tennis Association (USTA), New York, USA**

- Assisted in implementation of special projects, as well as pre/post semi-annual meeting reports
- Provided database reports and executive summaries
- Worked with on-site tournament administration and planned day-to-day logistics for the 2014 US Open

**Marketing and Event Production Intern, BMF Media, New York, USA**

- Assisted with event planning procedures: securing venues, sourcing decor, and market research
- Contributed to innovative idea presentations and development of brand marketing
- Oversaw promotions, advertising design and placement, VIP needs and on-site management
- Assisted different clients' brand management needs across all categories, including sports, food and beverage, and celebrities

**International Relations Intern, Korean Tennis Association, Seoul, Korea**

- Organised the 2011 Men's Davis Cup between Pakistan and Korea
- Managed international transfer of players and player's schedules
- Assisted in facilitating and coordinating communications between athletes, referees and tournament officials
- Coordinated KTA Youth Camp

**Sports**

Tennis, Golf, Volleyball, Running, Swimming, Snowboarding

**5 years** as a Sports Commentator

**2 years** as a Sports Event Manager

**2 years** as a MC/Host in major sports events



**Junjie LI**  
Chinese

**Languages**  
English, Mandarin, Cantonese

**Education**  
Bachelor of Arts in Broadcast Journalism (Announcing and Anchoring), Communication University of China, Beijing, China

**Work Experience**

**Commentator, Super Events, Beijing, China**

- Provided commentary for major triathlon and cycling events in China, including 2014 Nanjing Summer Youth Olympics, ITU World Championships, ITU World Cup, ITU Premium Asian Cup and UCI WorldTour, UCI 2.HC, UCI 2.1
- Edited newsfeed for major sports media, including China Central Television Channel 5, China Sports Daily
- Lectured in the Announcing and Commentating Training Course for announcers and volunteers of 2014 Nanjing Summer Youth Olympics

**Event Manager, Kabrathon International Sports, Beijing, China**

- Organised and managed Kabrathon's outdoor events
- Implemented PR campaign for Kabrathon's ecological sports project which aims at combining outdoor sports and tourism
- Collaborated with national scenic parks to develop the ecological sports project
- Liaised with sports media

**MC/ Host, Utop Sports, Beijing, China**

- Hosted the kick-off ceremonies and victory ceremonies of major sports events, including SportAccord World Mind Games, The North Face 100 Ultra Trail, Color Run Beijing

**Sports**

Cycling, Table Tennis, Hiking, Swimming, Running

**5 years** in the Legal field, primarily Business Law and Alternative Dispute Resolution in the United States  
**1 year** in Retail Finance



**Alexis LUPTON**  
 American

**Languages**  
 English, Spanish

**Education**  
 Bachelor of Arts  
 (International Relations),  
 Brigham Young University,  
 USA

**Work Experience**

**Case Administrator, Judicate West, USA**

- Implemented training strategy for new hires and existing employees to move up in the company
- Monitored progress and development of new hires and provided recommendations for current and future performance progress and improvement
- Distributed assignments based on skill set

**Cash Office Associate, Ross Dress for Less, USA**

- Prepared cash/check deposit daily
- Monitored individual's daily records for suspicious activity and ensured accuracy, and alerted store managers of any patterns in suspicious behaviour
- Ordered cash direct from the bank

**Legal Law Clerk, Prenovost, Normandin, Bergh & Dawe, USA**

- Prepared trial documents
- Designed graphics for several projects

**Volunteer - Sports Information, World Special Olympic Games Los Angeles 2015, USA**

- Responsible for communication with coaches regarding scheduling and results
- Managed requests and inquiries from delegations, spectators, coaches and athletes

**Sports**

Water Polo, Swimming, Volleyball, Gymnastics, Rock Climbing

**4 years'** experience as a Corporate Lawyer in the Banking and Finance sector in India, specialising in Debt Restructuring, Securitisation, Corporate Insolvency, Debt Recovery Litigation, Stressed Lending and Legal Research



**Vibhu MALAVIYA**  
 Indian

**Languages**  
 English, Hindi

**Education**  
 Bachelor of Law (Honors),  
 West Bengal National  
 University of Juridical  
 Sciences, Kolkata, West  
 Bengal, India

**Work Experience**

**Associate Vice President - Legal & Compliance Group, IDFC Limited, Mumbai, India**

- Drafted legal documents pertaining to debt restructuring of corporations operating in the infrastructure sector, including lending and security documents and subsequent monitoring of plan implementation and interfacing with other lenders
- Developed and implemented legal strategies for debt recovery litigation, including drafting of complaints and briefing appearing counsel
- Drafted the retail recovery policy of IDFC Bank

**Legal Manager - Corporate Legal Group, ICICI Bank Limited, Mumbai, India**

- Drafted and negotiated legal documents pertaining to debt restructuring, insolvency proceedings, securitisation and stress lending, pertaining to companies operating in the pharma, hospitality, mining, media, aviation and infrastructure sectors
- Drafted research notes and papers on various legal issues
- Responsible for handling and coordinating corporate litigation matters pertaining to the west zone corporate operations of ICICI Bank

**Sports**

Football, Tennis, Basketball, Badminton, Field Hockey, Table Tennis



**4 years'** experience in International Sports Events Production for a leading national TV station



**Kyrian MELLO**  
Brazilian

**Languages**

Portuguese, English, Spanish

**Education**

Bachelor in Social Communication (Journalism), Anhembi Morumbi University, São Paulo, Brazil

**Work Experience**

**International Sports Events production, TV Bandeirantes, Brazil**

- Coordinated the production deliverables and broadcasting obligations along with FIFA Broadcasting Team for major football tournaments such as FIFA World Cup, FIFA Women's World Cup, and FIFA Confederations Cup
- Assisted the TV crews and commentators at the venues and at the IBC on the FIFA World Cup Brazil 2014
- Organised the accreditation process for international football tournaments and events
- Participated in the onsite production of several IndyCar races broadcast in the USA and Brazil
- Developed production and broadcasting guides for the department
- Assisted UEFA Champions League broadcast production
- Translated and adapted UEFA Champions League Magazine script to Portuguese

**Sports Intern, TV Bandeirantes, Brazil**

- Prepared informative and statistical guides from local and international Football tournaments and Indycar Races for the broadcasting team
- Assisted the commentators on live broadcasts

**Sports**

Football, Futsal, Running, Athletics, Handball

**3 years** working in Marketing Communications in the sports industry for brands such as Adidas, NBA, Nike, and WWE



**Manuel NEVÁREZ**  
Mexican

**Work Experience**

**Sports Director, Havas Sports & Entertainment, Mexico City, México**

- Grew three positions in two years and increased an account by +500% in billing in one year
- Created a business plan to build strategic relations among key stakeholders, brands, sporting leagues and fans
- Coordinated the execution of the marketing communications strategy for the NBA México in 2015 including the experiential marketing and brand activations
- Produced and coordinated the first localised content for the NBA in México which reached over 10 million people
- Managed the budget of different accounts such as NBA, Nike, LALA, NFL and more with an average profitability of 19%

**Account Manager, Havas Sports & Entertainment, México City, México**

- Coordinated and ensured the proper execution of day-to-day operations for various sport accounts, including the NBA, LALA, Bonafont, NFL, Caja Popular Mexicana, Nike

**Account Executive, Edelman, México City, México**

- Undertook crisis management for NBA Global Games – Mexico City 2013, including media relations, content development, reports, event planning, and social media
- Worked with accounts such as adidas, NBA, WWE and Pringles

**Sport Achievements**

- National Basketball Champion in 2001
- National Handball Champion in 2003

**Sports**

Basketball, Football, Handball

**Languages**

Spanish, English

**Education**

Social Media, Public Relations & Crisis Management Certificate, ITESM, Mexico  
Bachelor of Arts (Marketing and Communications), ITESM, Mexico

**3 years** Financial Planning & Analysis in the IT industry in Mexico & Latin America

**2 years** in Entrepreneurship as Business Consultant and University Professor

**12 years** as Swimming and Hatha Yoga Teacher



**Oscar OLVERA**

Mexican

#### Languages

Spanish, English

#### Education

Bachelor of Business Management (Finance), Universidad del Valle de México, México

#### Work Experience

##### TS Latam Finance Analyst, Cisco, Mexico

- Prepared finance reports and analysis to support regional director on business decisions and define initiative strategies
- Managed expenses and budgeting
- Kept track of Sales Pipeline to define actions that delivery managers could use to support closing a sale
- Advised on cost projection, actual cost tracking, headcount, and reporting to the Rio Olympic Organising Committee as part of Cisco's Rio 2016 Official Sponsorship Team

##### TS Mexico Finance Analyst, Hewlett-Packard, Mexico

- Prepared forecast, budget and finance compliance reports
- Monitored progress of projects with particular focus on revenue, costs impact and P&L
- Tracked weekly, monthly and quarterly KPIs
- Approved region-wide deals based on financial projection

##### Entrepreneurship Consultant and University Professor, Universidad del Valle de Mexico, Mexico

- Supported entrepreneurs with their business plans, helping to define marketing, HR, finance and organisational strategies
- Assisted entrepreneurs to obtain a total of 500,000USD in government funding
- Lectured in Entrepreneurship and Administrative Auditing

#### Sport Achievements

- Current national and Central American age groups record holder
- 8x National Swimming Age Group Champion
- 4x Marathon Finisher

#### Sports

Swimming, Yoga, Marathon, Golf, Tennis

**4 ½ years** in Guest Relations for Global Congresses

**1 ½ years** Assisting Individuals with Intellectual Disability

**6 months'** experience in Managing Corporate Meetings and Travel for a Sport Organisation



**Alexandre PERNET**

Swiss, Irish

#### Languages

French, English, German

#### Education

Bachelor in Business and Administration (Project Management), Hogeschool Zeeland, Netherlands  
Diploma in Commercial Studies, Swiss Tourism School, Switzerland

#### Work Experience

##### Project Assistant, MCI Group SA, Switzerland

- Coordinated onsite logistical support for various conferences and congresses
- Managed onsite team and followed in-house staff training
- Processed registrations and hotel reservations
- Addressed needs of and provided solutions to conference organiser as well as conference attendees
- Maintained relationships with hotels, including visits, feedback and negotiation of packages
- Managed payments and post events' account receivables

##### Workshop assistant monitor for residents with intellectual disability, Association La Branche, Switzerland

- Prepared daily activities for residents, including accompanying residents on excursions and trips
- Supported residents during daily tasks
- Took part in evaluation meetings

##### Travel & Conference specialist, UEFA, Switzerland

- Coordinated hotel reservations, meeting facilities, catering and transportation
- Ensured coordination and effective communication between UEFA departments, external partners and suppliers
- Ensured high quality service to meet UEFA standards and clients' expectations
- Controlled event costs

#### Sports

Triathlon (Ironman), Football, Broomball, Tennis, Snowboarding

**9 years'** experience in Sports Physiotherapy and Sports Medicine Management in Europe



**Taavi PÕDER**  
Estonian

**Languages**

Estonian, English, Finnish, Russian

**Education**

Bachelor of Physiotherapy, Tartu School of Health Care, Estonia

**Work Experience**

**Board Member, Physiotherapist, Sports Masseur, Fysiopark Ltd.**

- Pursued and developed cooperation partnerships with several sports associations, clubs and schools in Europe, including the Estonian Football, Basketball, Volleyball Associations, Estonian Biathlon and Swimming Federations and the Polish Ski Federation
- Coordinated professional development courses
- Practiced as a physiotherapist, with professional athletes as main clients

**Physiotherapist, Sports Masseur, Estonian Biathlon Federation**

- Provided physiotherapy and massage service to the athletes
- Led the athletes' fitness workout and nutrition programme during the season

**Physiotherapist, Sports Masseur, Estonian Football Association**

- Provided physiotherapy and massage service to players

**Freelancer, Athlete Teams Creator, Estonia**

- Brought together specialists and found sponsors to create a positive and supportive team for athletes

**Sport Achievements**

- Competed at National Championships in different disciplines in Cycling (1996-2000)

**Outstanding Achievements**

- Member of Estonian Olympic Team as a physiotherapist in Sochi Olympics in 2014

**Sports**

Cycling, Running, Cross-country skiing, Tennis, Golf

**3 years** in the European Asset Management sector

**2 years** in Sport Event Operations

**1 year** in Sport Media



**Bérénice RALLIER**  
French

**Work Experience**

**Accountant & Financial Assistant, Primonial Holding, Paris, France**

- Audited and renewed financial direction's processes portfolio, working with internal control
- Improved overall process efficiency and new process implementation
- Conducted current and new staff training
- Proposed operational risk identification, analysis and evaluation, resulting in the implementation of risk management tools and processes
- Produced quarterly closing financial reporting of several Group entities
- Managed collective investment funds invoicing (underwriting, exposure, arbitrage fees)
- Handled monthly over-10 million Euro cash-flow between group's entities
- Worked closely with commercial services to negotiate settlement dates

**Team Manager, LPEM, Paris, France**

- Managed operational teams between 10 to 20 people on Le Tour De France Paris final stage, Open EDF de natation, Rolland Garros, IRB 6 nations, and government cultural events
- Planned operational schedules with senior managers and coordinated operations with clients and suppliers
- Assisted seasonal staff hiring and trials, led new staff trainings
- Provided support at daily on site client meetings

**Sports**

Football, Fitness, Rugby, Obstacle Race, Tennis, Basketball

**Languages**

French, English, Spanish

**Education**

Postgraduate Diploma in International Corporate Finance, Ecole Supérieure de Gestion et Finance, Paris, France  
Bachelor of Science in Finance (Stock market), Ecole Supérieure de Gestion et Finance, Paris, France

**6 years** of experience in Cross Sectorial, Domestic and International Tax Advisory, and Compliance



**Manas RASTOGI**  
Indian

**Languages**  
English, Hindi

**Education**  
Bachelor of Commerce (Honours), Shri Ram College of Commerce, University of Delhi, India

**Work Experience**

**Senior Analyst, PricewaterhouseCoopers Private Limited, India**

- Provided domestic and international tax advisory services for various clients including corporate restructuring assignments, opinions on various income tax matters, etc.
- Represented domestic and foreign companies before the Indian income tax authorities
- Conducted tax due diligence assignments including analysis of past assessment orders, tax audit reports and financials
- Managed, mentored and led a team of analysts

**Analyst/Graduate Trainee, PricewaterhouseCoopers Private Limited, India**

- Prepared corporate tax returns for multinational companies
- Undertook diverse compliances as mandated in accordance with Indian corporate tax laws

**Volunteer – Manager, PwC Football Team, India**

- Conceptualised, formed and led the PwC Football team to several corporate tournament victories over three seasons
- Organised a Corporate Football Tournament, which attracted participation from 15 companies

**Sports Achievements**

- Member of the U19 Men's Hockey National Team

**Sports**

Hockey, Football, Cricket, Basketball, Tennis

**3 months** in Marketing and Communications with a sustainable development NGO

**1 year** as Manager of a tourism company in the USA

**3 years** as Tour Leader for international tourism company



**Mia SALVEMINI**  
American, Italian

**Languages**  
English, Italian

**Education**  
Bachelor of Arts, History Major, Italian Studies Minor Gonzaga University, Spokane, Washington USA

**Work Experience**

**Marketing and Communications Intern / Ambassador, Foundation for Sustainable Development, San Francisco, USA**

- Wrote and edited newsletters, email campaigns, and social media outreach
- Developed marketing approaches and strategies to establish new university partnerships
- Participated in inbound marketing and grant writing/evaluation workshops
- Organised events for FSD's annual summit, including preparing a social media presentation for the visiting international program directors
- Collaborated with sponsors and guests for annual fundraising event to reach a specific financial goal

**Co-Founder / Manager / Tour Developer / Tour Guide, Free Tours by Foot, San Francisco, USA**

- Spearheaded and launched the San Francisco expansion of Free Tours by Foot
- Researched, created, scheduled, and led a variety of tours
- Liaised with local businesses and tourism groups, managed social media accounts and administration, and responded to all communications

**Volunteer, Fine Arts Museums of San Francisco, USA**

- Assisted museum visitors including giving up-to-date information on new exhibitions and sharing facts about permanent works

**Sports**

Soccer, Yoga, Swimming, Tennis, Volleyball, Basketball



**3 years'** experience as an Key Account Manager  
in the IT industry in Belgium & Luxembourg  
**2 ½ years** working as a Business Developer in the IT industry



**Juan SCHMITZ**  
Belgian

**Languages**

French, English, Dutch, Spanish

**Education**

Master in International Management, ICHEC Brussels School of Management  
Postgraduate Certificate of Accounting Control, ICHEC Brussels School of Management Brussels, Belgium  
Bachelor in International Trade, EPHEC, Brussels, Belgium

**Work Experience**

**Key Account Manager, Systemat SA, Belgium & Luxembourg**

- Developed and managed a portfolio of 50 major clients with 100+ employees and over three million Euro annual turnover
- Exceeded yearly targets by 15%
- Coordinated large scale projects in collaboration with executive team to meet targets and KPI's

**Corporate Account Manager, Systemat SA, Belgium & Luxembourg**

- Positioned the company's bundled offers and general services at a strategic level
- Established plans and strategic direction of accounts
- Built relationships and negotiated strategy pricing with major manufacturers

**International Business Developer, Odoo, Europe**

- Acquired more than 250 international clients
- Developed and executed commercial strategy
- Launched marketing campaign of new IT solutions
- Led and implemented IT international projects, coordinating several consultants

**Volunteer Logistic Assistant, Davis Cup Final 2015**

- In charge of transportation and provided materials to ITF members, staff and national players

**VIP Hospitality Manager, Hockey World League, 2015**

- Worked at VIP booth, and hosted and welcomed more than 150 VIP guests
- In charge of commercial development for French speaking sponsors

**Sport Achievements**

- 15 years of competitive Football and two years as a linesman

**Sports**

Football, Futsal, Tennis, Running, Skiing

**6 years** in Communication covering topics such as Sports Administration, Sport Events, Tourism and Cultural projects  
**7 years** as a Sports News Editor specialising in Rowing, Tennis and the Swiss national sport, Schwingen



**Regula SCHWEIZER**  
Swiss

**Work Experience**

**Public Relations Specialist, City of Zurich, Sports Department, Switzerland**

- Responsible for media relations and marketing including events, online and social media
- Developed and launched intranet solution for the department
- Developed and introduced a trainee programme for young sport professionals

**Communications Manager, Andermatt Swiss Alps, Switzerland**

- In charge of national and international media relations
- Organised international press trips, media conferences with up to 70 participants and events for the local community with up to 300 guests

**Sports Editor and Journalist, Neue Luzerner Zeitung, Switzerland**

- Responsible for producing content for the sports pages of the daily newspaper
- Responsible for the editorial coverage of several sports
- Organised and conducted interviews with athletes, players, coaches, physiologists and nutritionists

**Sport Achievements**

- 10 years competitive rowing, winning several national medals at junior level
- Swiss Champion in the women's eight, 2005

**Sports**

Rowing, Ski Alpine, Swimming

**Languages**

German, English, French, Spanish

**Education**

Bachelor of Arts ZFH in Communication Studies (Journalism / Organisational Communication), Zurich University of Applied Sciences, Switzerland

**1 month** intern in S.L.Benfica  
**2 years** as Director of a University Student Association  
**1 year** as Project Manager of a Youth Summit



**José SOARES**  
 Portuguese

**Languages**

Portuguese, English, French, Italian, Spanish

**Education**

Bachelor of Law, Catholic University of Portugal, Portugal

**Work Experience**

**Intern (Marketing and Youth Football Department), S.L. Benfica, Lisbon, Portugal**

- Developed the club's hospitality strategy
- Supported the club's TV channel and the opening of the Benfica Museum
- Responsible for registrations to the S.L.Benfica youth football tournaments
- Worked on the Benfica Youth Cup, the most important youth football tournament in Portugal. This included responsibility for the Under 15 team of Club Atlético de Madrid and the Under 16 team of F.C.Barcelona

**Director, The Law Students Association, The Catholic University of Portugal, Lisbon, Portugal**

- Founded The Law Students Union and launched the Student Membership Card, providing discounts and offers from partnering companies

**Volunteer - Project Manager, The Luso-Chinese Youth Summit, Portugal**

- Coordinated the largest event ever organised between Portuguese and Chinese students

**Sports**

Football, Futsal, Beach Soccer, Rugby, Tennis, Badminton

**3 years'** as Operations Manager in Basketball at Central Asian and European federations  
**5 years** as U-16 and U-18 National Team Basketball Coach  
**7 years** as an Elite Athlete



**Sinan TAZE**  
 British, Turkish

**Work Experience**

**Youth Basketball Operations Manager, U-16 Head Coach, U-18 Assistant Coach, Azerbaijani Basketball Federation, Azerbaijan**

- Created a nation-wide selection process for the youth teams
- Designed and partially implemented a young player development programme
- Assistant coached the U-18 team to a silver medal in the 2015 FIBA Division C European Championship
- Created a U-16 team and secured their entries to the upcoming international tournaments in 2016 and 2017
- Secured clothing and travel sponsors for all youth teams

**Social Media Marketing Coordinator for Sports, ReputeUs, Turkey**

- Assisted the relocation of a basketball team and worked as their social media marketing manager
- Created focus groups for existing and potential customers
- Established contact with potential customers and developed an effective communication schedule between the company and clients
- Designed and created advertising content for customers in addition to other marketing initiatives

**Sport Achievements**

- 3x Basketball National Championship winner in Azerbaijan
- 2 x Basketball National Cup winner in Azerbaijan (2012-2015)

**Sports**

Basketball, Alpine Skiing, Volleyball, Billiards

**Languages**

English, Turkish, Azerbaijani

**Education**

Bachelor of Commerce (International Business), Grenoble Ecole de Management, Grenoble, France

**7 years'** experience as World Taekwondo Federation International Referee, including for the World and Asian Championships, World Cup, Asian Games and Grand Prix Series as well as International Instructor in Black Belt 5<sup>th</sup> Dan



**Murat TEMIRALIYEV**  
Kazakhstan

**Languages**

Kazakh, Russian, English, Turkish

**Education**

Bachelor of Education (Physical Culture and Sport), Kazakh Academy of Sports and Tourism, Republic of Kazakhstan  
 Bachelor of Education, Almaty Technological University, Republic of Kazakhstan  
 Diploma in Physical Culture and Sport, Kazakh College of Olympic Preparation, Republic of Kazakhstan  
 Certification of Qualification Improvement, Kyung Hee University, Republic of Korea

**Work Experience**

**Secretary General and Chief of National Team of Kazakhstan Taekwondo (WTF) Federation, Republic of Kazakhstan**

- Represented the National Federation at the World Taekwondo Federation's and Asian Taekwondo Union's General Assemblies and all official sanctioned events
- Supported Kazakhstan in winning bronze at the Beijing Olympic Games

**President of Almaty City Taekwondo (WTF) Federation, Republic of Kazakhstan**

- Stepped in as Acting President, responsible for all activities related to sport events at national and international level and worked with local and national government sport organisations

**Head Coach of Olympic Preparation Centre for Summer Sports, Republic of Kazakhstan**

- Coached young athletes in preparation for sanctioned local and international events

**International Referee of the World Taekwondo Federation, Republic of Korea**

- Officiated as an International Referee at all major WTF Championships, World Cups, Qualification Tournaments

**Sport Achievements**

- Award Recipient: Best Referee in the World Para-Taekwondo Championships
- Coached National Taekwondo Team to bronze medal in the 2008 Beijing Olympic Games

**Sports**

Taekwondo, Wrestling, Football

**4 years** in Event Management  
**3 years** as a Marketing Manager in Product Management  
**3 years** in Graphic and Web Design



**Shankarendhra Gurnath VAITHIANATHAN RAJAMONEY**  
Indian

**Work Experience**

**Managing Partner, Dream Fielders LLP, India**

- Managed the development, production and delivery of multifaceted events from proposal, operations to execution
- Created event timelines to keep operations on target within budget parameters
- Developed strategies to enhance stakeholder management
- Negotiated and contracted vendor supplies
- Proposed stall concepts for corporate participation
- Conceptualised and managed a 'Special Children Run' to raise awareness on the significance of physical activity for special children

**Marketing Manager, Inspire Co., India**

- Managed a range of customised home decor products as gifting solutions for sports, corporate, retail and rotary events
- Analysed market trends and developed new marketing and business development strategies
- Collaborated with sales and sourcing teams to develop strategic partnership activities

**Graphic & Web Designer, The New Indian Express and Freelance, India**

- Created storytelling presentations and communication design
- Developed branding campaigns for print and social media

**Sports**

Running, Tennis, Triathlon, Cricket, Football, Athletics

**Languages**

English, Tamil

**Education**

Diploma in Fashion Design and Information Technology, National Institute of Fashion Technology, Chennai, India

Over 1 year's experience in press relations, social media, event coordination and administration, working in sport, international diplomacy and for government authorities



**Siri WALLENIOUS**  
Swedish

#### Languages

Swedish, English, Portuguese, French, Spanish

#### Education

Bachelor of Science (Political Science), Stockholm University, Sweden  
Degree of Bachelor of Arts (Sport Sciences), Malmö University, Sweden

#### Work Experience

##### Information Officer, Swedish Football Association, Sweden

- Assisted foreign journalists in the media center during World Cup Qualifying Matches providing accreditations and informing them on practical matters
- Administered post match press conferences and provided translations to journalists

##### Intern, Swedish Embassy, Lisbon, Portugal

- Produced writing reports, minutes and factual information in Swedish, English and Portuguese
- Assisted in a wide range of the routine Embassy work such as administration event coordination, web content and developing a social media strategy

##### Administrator at CSN; the Swedish Government authority in charge of financial aid for studies, Sweden

- Handled educational financial aid such as various grants and allowances
- Coordinated with clients, school personnel and other Government authorities

##### Volunteer - Media Assistant, UEFA Women's EURO, Sweden

- Supported journalists, provided translations and assisted at press conferences

##### Volunteer - Social Media Assistant, ECSS 2015, Malmö, Sweden

- Served as a Twitter ambassador at the ECSS Sustainable Sport Congress to increase social media exposure

#### Sports

Football, Tennis, Running

#### IMPRESSUM

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Contact the AISTS on +41 (0)21 693 85 93 or email [info@aists.org](mailto:info@aists.org)

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**[www.aists.org](http://www.aists.org)**

[info@aists.org](mailto:info@aists.org)

EPFL – Innovation Park

1015 Lausanne, Switzerland

+41 (0)21 693 85 93