



UEFA EXECUTIVE MASTER FOR INTERNATIONAL PLAYERS

Who's who 2015 – 2017

WE CARE ABOUT FOOTBALL

Participant backgrounds

High-achieving former internationals from Europe and beyond











- Consultant, beIN Sports;
- Marketing and sponsoring, Olympiacos Foundation;
- President, Éric Abidal Foundation.

Football career

- Played for AS Lyon-Duchère, AS Monaco FC, Lille OSC, Olympique Lyonnais, FC Barcelona and Olympiacos FC;
- 67 caps for the French national team;
- UEFA Champions League winner, 2009 and 2011; UEFA Super Cup winner, 2009 and 2011; FIFA Club World Cup winner, 2009 and 2011; three-time French league winner; four-time Spanish league winner; Greek league winner; two-time Spanish Cup winner; Greek Cup winner; part of the 2007 UEFA Team of the Year.

Languages

- French
- English
- Spanish



Keld BORDINGGAARD Born in 1962

Work history

 Assistant coach, 1. FSV Mainz 05, Germany; Head coach, Silkeborg IF; Head coach, Danish Under-21s; Head of the A+ project (a player development programme supported by the Danish FA); Assistant coach, Danish senior team; Head coach, Vejle BK; Assistant coach, Vejle BK; TV consultant.

Football career

 Played for Silkeborg IF, Odense BK, Vejle BK, Panionios GSS and Wichita Wings; 4 caps for the Danish senior team; Winner of the Claus Rode Award, an award given to people whose work has developed, inspired or in other ways improved Danish football.

Languages

• Danish; English; German

Education

- UEFA Pro licence;
- Bachelor's degree in scientific physical education, University of Southern Denmark (in progress).

Other activities

• Project development for the national football centre in Denmark.



Work history

• Director, Olimpic Club sports centre, Murcia.

Futsal career

- Played for Vijusa Valencia FS, Talavera FS and ElPozo Murcia;
- 180 caps for the Spanish national team;
- Two-time FIFA World Cup winner; two-time FIFA World Cup runner-up; five-time UEFA European Championship winner; UEFA Super Cup winner; four-time Spanish national futsal league (LNFS) winner; three-time LNFS Spanish Super Cup winner; four-time Murcia football federation Presidents Cup winner; three-time best LNFS player; seven-time LNFS best defender; Futsal Planet Awards best player 2009; 2012 FIFA World Cup Silver Ball Award winner.

Languages

• Spanish; English

Education

- Currently studying for:
- diploma in business studies, University of Murcia;
- advanced sports technician higher level, with a specialisation in futsal;
- master's degree in sports management, Spanish Olympic Committee;
- advanced qualification in leadership and team management.

Other activities

- Given various presentations for international companies;
- Contributed to publications on sport and business.



Balima BOUREIMA Born in 1955

Work history

- Technical inspector, deputy chief executive's office, postal service, Burkina Faso;
- Advisor, Burkinabe embassy, Washington DC;
- Attaché, Burkinabe embassy, Accra;
- Manager, national postal service office, Burkina Faso;
- Member of the Burkinabe national assembly;
- Second vice-president of the Afro-Arab parliament in Syria.

Football career

- Played for Etoile Filante de Ouagadougou;
- 52 caps for the Burkinabe national team;
- As a player: three-time Burkinabe national champion; three-time Burkinabe Cup winner; Burkinabé SuperCup winner;
- As a coach: four-time Burkinabe national champion, two-time Burkinabe Cup winner.

Languages

• French; English; More; Hausa; Ashanti

Education

- Bachelor's degree in business administration, with a specialisation in human resources, University of the District of Columbia, Washington DC;
- Training on innovation and postal services, Ecole des Postes de Rotterdam;
- Coaching diploma, FUTURO II;
- Inspector of postal services and financial resources diploma,
 Ecole Nationale des Postes et Télécommunications, Paris.

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Bruno CHEYROU

Born in 1978

- Football consultant, BeIN Sports;
- Sport director, FC Nantes.

Football career

- Played for FC Nantes, Anorthosis Famagousta FC, Stade Rennais FC, FC Girondins de Bordeaux, Olympique de Marseille, Liverpool FC, Lille OSC and RC Lens;
- Three caps for the French national team;
- Two-time French league winner.

Languages

- French
- English
- Spanish
- Italian

Education

- University diploma to become a general manager in sports organisations, Centre for the Law and Economics of Sport, Limoges;
- BTEC Higher National Diploma in marketing.



Nuno GOMES Born in 1976

Work history

• International advisor to the president of SL Benfica.

Football career

- Played for Amarante FC, Boavista FC, SL Benfica, ACF Fiorentina, SC Braga and Blackburn Rovers FC;
- 79 caps for the Portuguese national team;
- Played in the 2002 FIFA World Cup; 2006 FIFA World Cup semi-finalist; UEFA EURO 2000 semi-finalist; UEFA EURO 2004 runner-up; played in UEFA EURO 2008; played in the 1996 Olympic Games; two-time Portuguese national champion; two-time Portuguese Cup winner; three-time League Cup winner; Italian Cup winner.

Languages

- Portuguese
- English
- Italian

Education

- Top executive MBA in management and leadership, Autonomous Business School, Lisbon;
- Currently in the second year of a degree in administration and sports management at the Autonomous University of Lisbon.



Nikos DABIZAS

Work history

• Sporting director, Panathinaikos FC.

Football career

- Played for Pontioi Verias, Olympiacos FC, Newcastle United FC, Leicester City FC and AEL Limassol FC;
- 70 caps for the Greek national team;
- UEFA EURO 2004 winner; two-time Greek national champion; Greek Cup winner.

Languages

- Greek
- English

Education

UEFA Pro licence



Pierre ISSA Born in 1975

Work history

- Sport director, Olympiacos FC;
- Sports agent for professional football players.

Football career

- Played for Olympique de Marseille, Chelsea FC, Watford FC, Olympic Beirut, Ionikos FC and Ofi Crete FC;
- 55 caps for the South African national team;
- Played in the FIFA World Cup in 1998 and 2002; played in the Africa Cup of Nations in 2000, 2002 and 2004; Lebanese premier league winner; Lebanese FA Cup winner.

Languages

- French
- English
- Arabic



- Olympiacos FC
- Member of the 'Champions for Peace' club

Football career

- Played for FC Nantes, UC Sampdoria, Real Madrid CF, Middlesbrough FC, Olympiacos FC, Servette FC and SC Bastia;
- 53 caps for the French national team;
- 1998 FIFA World Cup winner; 2001 FIFA Confederations Cup winner; UEFA EURO 2000 winner; 1998 UEFA Champions League winner; French national champion; Greek national champion.

Languages

- French
- English
- Spanish
- Italian

Education

• Educated to baccalaureate level.



Work history

- Quality controller, Betongindustri AB;
- Administrator, ENN Advokatbyra;
- Youth coach, Hammarby IF DFF;
- Train conductor, Roslagstag AB.

Football career

- Played for Kopparberg/Gøteborg FC, Djurgardens IF, 1. FFC Frankfurt, Sky Blue FC and Hammarby IF DFF;
- 64 caps for the Swedish national team;
- Third place in the 2011 FIFA Women's World Cup; played in UEFA
 Women's EURO 2009; played in the 2008 Olympic Games; UEFA Women's
 Champions League runner-up; Swedish national champion; German DFB
 Cup winner; Swedish Cup winner; voted 2009 player of the year by the
 Swedish elite women's referees; voted 2008 breakthrough of the year at
 the Swedish Football Awards.

Languages

- Swedish
- English
- German

Education

- Master's degree in mechanical engineering, KTH Royal Institute of Technology (in progress);
- Course in psychology, University of Gothenburg;
- Course in German, VHS Frankfurt;
- Course in industrial economics, Linköping University;
- Technical preparatory, KTH Royal Institute of Technology;
- Coach, Swedish Football Association.



Work history

• Executive Committee member of the German players' union;

Football career

- Played for Hannover 96, SC Freiburg and Borussia Dortmund;
- 31 caps for the German national team;
- 2002 FIFA World Cup runner-up; third place in the 2006 FIFA World Cup; third place in the 2005 FIFA Confederations Cup; 2002 UEFA Cup runner-up; played in UEFA EURO 2004; 2013 UEFA Champions League runner-up; three-time German national champion; German DFB Cup winner.

Languages

- German
- English

Other activities

• Member of several youth soccer foundations and foundations against racism and child prostitution.



Work history

- Ambassador, Football Against Racism in Europe;
- Honorary president of L'extrascolaire au Coeur de l'intégration;
- Manager, MMP SPRL.

Football career

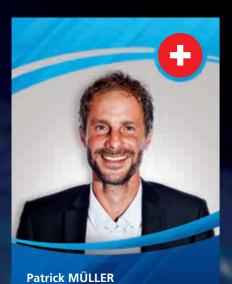
- Played for KV Kortrijk, R. Excelsior Mouscron, R. Standard de Liège, Sporting Clube de Portugal, Galatasaray A, RSC Anderlecht and Larissa FC;
- 56 caps for the Belgian national team;
- Played in the FIFA World Cup, 1998 and 2002; played in UEFA EURO 2000; Portuguese national champion; two-time Belgian national champion; Belgian Cup winner; two-time Belgian Super Cup winner.

Languages

- French
- English
- Dutch

Education

• Baccalaureate in physical education.



- Football Education Assistant, UEFA;
- · Operations Assistant, UEFA.

Football career

- Played for Servette FC, Grasshopper Club Zürich, Olympique Lyonnais, RCD Mallorca, FC Basel 1893 and AS Monaco FC;
- 81 caps for the Swiss national team;
- Played in the 2006 FIFA World Cup; played in UEFA EURO 2004 and 2008; six-time French national champion; French Cup winner; two-time Swiss national champion.

Languages

- French
- German
- English

Education

- Diploma from the André-Chavanne business school, Geneva;
- · Coaching diploma for youth football, Geneva.



Viola ODEBRECHT Born in 1983

Work history

- Administrator, VfL Wolfsburg;
- Tutor, the European Sports Academy, Brandenburg;
- Sales and marketing assistant, Hyapur Deutschland GmbH;
- Internship with the Social Democratic Party of Germany;
- Internship with the German association for disabled sport.

Football career

- Played for VfL Wolfsburg, 1. FFC Turbine Potsdam, SC 07 Bad Neuenahr, FCR 2001 Duisburg, Valur Reykjavík, Florida State University and SV Nagema Neubrandenburg;
- 49 caps for the German national team;
- 2003 FIFA Women's World Cup winner; third place at the 2004 Olympic Games; four-time UEFA Women's Champions League winner; seven-time German national champion; Icelandic national champion; four-time German Cup winner.

Languages

- German
- English

Education

Diploma in sports science (main focus on sports economics and marketing), German Sport University Cologne.



Work history

- Vice-president of Cameroon's national footballers' union, in charge of human resources, public relations and direct communication with Cameroonian professional footballers;
- Member of the FIFPro Technical Committee;
- Member of the Executive Committee of the Cameroonian Football Association.

Football career

- Played for RC Bafoussam, Cerro Porteño, Gençlerbirli i SK, Real Madrid CF, Middlesbrough FC, Chelsea FC, MKE Ankaragücü and Larissa FC;
- 110 caps for the Cameroonian national team;
- Two-time Africa Cup of Nations winner; 2000 Olympic Games gold medallist; two-time UEFA Champions League winner; three-time English national champion; Spanish national champion; Cameroonian premier league winner; English League Cup winner; FA Cup winner; FA Community Shield winner; Spanish Super Cup winner; Cameroonian Cup winner; nominated for the 2000 FIFA Ballon d'Or.

Languages

- French
- English
- Spanish



Work history

- Founder and president, Gol de Letra foundation;
- Founder and vice-president, Atletas Pelo Brasil;
- Founder and partner, Raí+Velasco;
- Training and education manager, Sao Paulo FC.

Football career

- Played for Botafogo FC, Sao Paulo FC and Paris Saint-Germain;
- 51 caps for the Brazilian national team;
- 1994 FIFA World Cup winner; 1996 UEFA Cup Winners' Cup winner; Copa Libertadores winner in 1992 and 1993; 1992 Intercontinental Cup winner; French national champion; Brazilian league winner; five-time São Paulo state league winner; two-time French Cup winner; two-time French League Cup winner; 1992 South American footballer of the year; winner at the 2012 Laureus World Sports Awards; captain of the Brazilian national team.

Languages

• Portuguese; French; English; Spanish

Education

- First year of a bachelor's degree in history, Barão de Mauá University;
- First year of a bachelor's degree in physical education, UNAERP University;
- FA International Coaching Licence course;
- Various short-term philosophy courses.

Other activities

- Given more than 150 lectures on subjects including leadership, motivation, how to manage conflicts and work atmosphere;
- Written various publications, including two football books and one children's fiction book.

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Consultant, Globo TV, Brazil

Football career

- Played for SC Recife, CR Vasco da Gama, Olympique Lyonnais, Al Gharafa SC and New York Red Bulls;
- 44 caps for the Brazilian national team;
- 2005 FIFA Confederations Cup winner; seven-time French national champion; French Cup winner; French Champions' Trophy winner.

Languages

- Portuguese
- English
- French
- Spanish



Work history

 Team management, 1. FC Köln GmbH & Co. KGaA; Head of administration, FC Viktoria Köln 1904 e.V.; Assistant coach, 1. FC Köln women's team, first and second division; Assistant general coordinator, FIFA Women's World Cup, Canada; Team liaison manager, Team New Zealand, FIFA Women's World Cup, Germany; Fitness coach and personal trainer, Just Fit GmbH & Co, Köln; Sport soldier, German army Sportfördergruppe; Project assistant, Proxenos GmbH; Marketing assistant, Arena One GmbH; Soccer camp coordinator and coach, Los Angeles.

Football career

 Played for 1. FC Köln, FC Bayern München, Sunnanå SK, 1. FFC Frankfurt, SC 07 Bad Neuenahr and SG Westum Löhndorf; 20 caps for the German national team; 2002 UEFA Women's Champions League winner; German national champion; German Cup winner.

Languages

- German
- English
- Spanish

Education

- Diploma in sports management, University of Applied Sciences, Schmalkalden;
- Certificate in sports sponsoring, IST Institute, Dusseldorf;
- Certificate in commercialisation and sport events, IST Institute, Dusseldorf:
- Bachelor's degree in sport facility management and operations, IST Institute, Dusseldorf;
- A-level coaching licence, German Football Association.



Work history

 Founder and chairman, Jason Roberts Foundation; Founding member, Get on Board course; Founding member, Sports People's Think Tank; Committee member, Professional Footballers' Association Management Committee; Panel member, BBC Sports Personality of the Year; Advisor, BBC Diversity Committee; Leader of media outlets and presenter for BBC Sport's Match of the Day, World Have Your Say and BBC Radio 5 live's 606 football phone-in.

Football career

- Played for Hayes FC, Wolverhampton Wanderers FC, Torquay United FC, Bristol City FC, Blackburn Rovers FC, West Bromwich Albion FC, Portsmouth FC, Wigan Athletic FC and Reading FC;
- 16 caps for the Grenada national team;
- 2012 English national championship winner.

Languages

English

Education

- An introduction to business studies, Open University, UK;
- Corporate governance qualification, Association of Corporate Governance Practitioners.

Other activities

Invited attendee, FIFA Task Force against Racism and Discrimination.



Work history

• Assistant coach and analyst for the Under-19 squad, Maccabi Tel-Aviv.

Football career

 Played for Hapoel Jerusalem FC, Hakoah Maccabi Amidor Ramat Gan, Maccabi Tel-Aviv FC, Maccabi Petah-Tikva FC, Hapoel Ramat Gan FC, SC Veendam, Beitar Tel-Aviv Ramla FC and Hapoel Katamon Jerusalem FC; Toto Cup winner.

Languages

- Hebrew
- English
- Dutch
- French

Education

- Bachelor's degree in sociology and anthropology, combined with a general degree in humanities, Tel Aviv University;
- Master's degree in humanities, Tel Aviv University (in progress);
- UEFA B diploma, Israel Football Association;
- UEFA A diploma, Israel Football Association (in progress).

Other activities

 Co-founder and voluntary committee member of the New Israeli Football Players Organisation.

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- Chairman, Real Estate Company Olympia Buildings AG;
- Founder, partner and CEO, S. Rolfes & M. Elsässer GmbH;
- Member of the economic advisory board of the Mittelrhein football association;
- Member of the Players' Committee of the German players' union.

Football career

- Played for SV Werder Bremen, SSV Reutlingen, TSV Alemmania Aachen and Bayer 04 Leverkusen;
- 26 caps for the German national team;
- UEFA EURO 2008 runner-up; German national championship runner-up; German Cup runner-up; captain of Bayer 04 Leverkusen for seven years.

Languages

- German
- English
- Spanish
- French
- Latin

Education

 Master's degree in sports management, University of Applied Sciences, Koblenz (in progress).



Work history

 Technical director (head of player development), Football Association of Finland; President of the Finnish players' union; Assistant director, FC Zürich.

Football career

- Played for Kemin Palloseura, HJK Helsinki, Viking FK, West Ham United FC, RSC Anderlecht and FC Zürich;
- 76 caps for the Finnish national team;
- Finnish national champion; two-time Belgian champion; two-time Swiss champion; Finnish Cup winner; Norwegian Cup winner; voted best defender in the Finnish league in 1999 and best defender in the Axpo Super League in 2009; captain of the Finnish national team.

Languages

• Finnish; English; Swedish; German; Norwegian; French; Flemish

Education

- UEFA A, B, C and D licence;
- Training in organisation leadership, Aalto Open University, Espoo;
- UEFA Certificate in Football Management, Swiss Graduate School of Public Administration, University of Lausanne.

Other activities

- Board member of the Finnish Olympic Committee;
- Board member of the Urhea sport academy of Southern Finland;
- Member of the UEFA Development and Technical Assistance Committee.



Work history

UEFA referee observer, referee coach and instructor and Referee
Convention advisor; Chairman of the Italian Serie B Referee Committee;
Chairman of the Italian Serie C Referee Committee; Head of the
refereeing department, Russian Football Union; National advisor,
Italian National Union of Kinesiology; Technical director and head of
rehabilitation, Turin; Teacher, SUISM (University of Sports Sciences/
Physical Education), Turin; Head of public relations and marketing and
communications director, San Giuseppe Benedetto Cottolengo hospital,
Turin; Financial consultant, Banca Fideuram.

Refereeing career

2005 FIFA Confederations Cup semi-final; 2006 and 2010 FIFA World Cup round of 16; FIFA Under-20 World Cup, 2003 to 2009; UEFA EURO 2008 opening game and final; Three UEFA Champions League semi-finals; 2009 FIFA Club World Cup semi-final; Serie A referee, 1996 to 2010; Serie A referee of the year, 2006 to 2009; 2008 International Federation of Football History and Statistics best referee in the world.

Languages

Italian; English; French

Education

 Degree in sports management, University Claude Bernard Lyon; Degree in sports and physical sciences, SUISM, Turin; Master's degree in sports management and marketing, SDA Bocconi university, Milan; Master's degree for executives of health companies, Milan.

Other activities

 Author of the book Nessuno parla dell'arbitro (Nobody talks about the referee)



Mãris VERPAKOVSKIS Born in 1979

Work history

- Manager, Latvian national team;
- Chairman of the board, FK Liep ja.

Football career

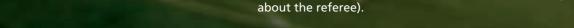
- Played for FK Liep jas, Skonto FC, FC Dynamo Kyiv, Getafe CF, HNK Hajduk Split, RC Celta de Vigo, Ergotelis FC and FC Baku;
- 104 caps for the Latvian national team;
- Three-time Latvian national champion; Ukrainian national champion; three-time Latvian Cup winner; two-time Ukrainian Cup winner; Azerbaijani Cup winner; four-time Baltic Cup winner; 2004 Latvian sports personality of the year of the year; 2004 FC Dynamo Kyiv player of the year; Latvian footballer of the year in 2003 and 2004; top scorer in the history of the national team.

Languages

- Latvian
- Russian
- English
- Spanish
- Croatian

Education

 First year of a bachelor's degree in economics, Riga International School of Economics and Business Administration.



Session overviews

Let's talk about football!

Session 1

16-20 November 2015 UEFA HQ, Nyon, Switzerland

Framework of professional sport

Professional sport as an industry is subject to certain rules • Present the general institutional, legal and economic like any other, but it also has certain specificities. Whatever the environment in which you plan to work, you must have a perfect understanding of its framework. Only then will you be able to apply your experience and legitimacy as a former player.

Main objectives:

- framework of the European professional sports system and its major challenges
- Present concrete examples of management careers for former international players
- Highlight key assets acquired by professional players during their sporting careers and how these overlap with managerial skills



Session 2

25-29 January 2016 Paris, France

Role and skills of the manager

Some of the skills acquired through your career as an • Present the role of the manager and his or her key skills elite athlete are directly transferable to the role of a top • Highlight the importance of having a clear vision, a manager; others need complementing. Your role as a manager is then to apply these skills to a clearly defined, • Provide concrete and simple tools for project coherent project plan that takes into account the history, culture and values of the organisation concerned.

Main objectives:

- defined strategy and a managerial project
- management



Session 3

21-24 March 2016 London, UK

Format and regulation of competitions

The sports system involves a very large number of stakeholders whose constraints can be hard to reconcile (sporting v business concerns, sporting v national and European legal frameworks, etc.). It is the combination of these different elements that makes sport a complex system that needs special rules, at the heart of which must remain the preservation of the spirit of sporting • Explain the main regulatory tools used in football competition itself. This session addresses the challenges inherent in finding the best format for sports competitions.

Main objectives:

- Explain the complexity and diversity of the sports system and its stakeholder environment, particularly in the context of football, and how this influences the design, governance, and regulation of competitions
- Demonstrate why regulation is necessary and explain the various forms it can take



Session 4

23-26 May 2016 Munich, Germany

Stadiums

Stadiums are a major concern for sports organisations (clubs and national associations) wishing to manage their • Demonstrate the importance of the stadium in a club's future: they represent an important asset, they generate resources and they help to establish special ties with the • Present how national associations can deal with stadiums local area and with fans.

Main objectives:

- Analyse the link between a club and its environment
- development plan
- Present stadiums as profit centres
- Provide concrete tools with which to develop a stadium business model



Session 5

3–7 October 2016 Amsterdam, Netherlands

Strategic marketing

The modern demands on sports organisations are such • Introduce the concept of strategic marketing and the that they must develop effective financial models based on solid strategic marketing programmes. Strategic • Explain brand strategy marketing enables organisations to develop and • Analyse how to optimise commercial rights revenues capitalise on their assets, i.e. the sport, the brand, the • Explain the media and digital media environment matches, and the various associated rights. Considering • Communication training participants' backgrounds, specific modules will also be • Assess how research can help in the decision making and dedicated to communication training, including corporate communication, media training, social media and players as brands.

Main objectives:

- complete marketing mix

- measurement process



Session 6

5–9 December 2016 Madrid or Barcelona, Spain

The manager in action

transferable to the field of human resources, where leadership is paramount, as is the ability to fix objectives • Present the importance of human resources and evaluate them accordingly. Managers must be able to • Explain the complexity of organisational structures and develop a long-term vision, have a good understanding of their organisation's environment and be able to • Analyse and explain how to address the main risks facing undertake detailed risk assessments. This session also gives participants an opportunity to witness the inner workings • Understand and experience the operational manageof a UEFA club competition match.

Main objectives:

- The skills acquired by elite athletes are particularly Highlight the main challenges in corporate development strategy

 - the need for grid analysis
 - sports organisations
 - ment of a high-profile club competition



Session 7

27 February-3 March 2017 New York, USA

North American leagues and clubs

The organisation of professional sport in North America and Europe is completely different. By learning about another sports model with its own history and culture, you • Demonstrate the relevance of both the European and can broaden your own managerial horizons and acquire new tools for success.

Main objectives:

- Complement the European perspective with a very different but prosperous model
- the North American models (specificities, regulation, key role of strategy, stadiums, etc.)
- Illustrate the need to have a regulated model
- Present examples of former players in North American leagues and clubs



Final examination and graduation ceremony

UEFA Champions League final – June 2017 (TBC)

Each participant will be invited to present their final report orally, in front of the UEFA MIP examination board, one or two days before the UEFA Champions League final. This is your opportunity to defend your project or the topic of your report and present the challenges and strategies involved. Following this oral exam, a graduation ceremony will be organised. This ceremony will mark the end of your UEFA MIP journey and the start of a new chapter in your career.



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