

CONFIRMED GUEST SPEAKERS



JOAQUIM CARDONA

- FORMER HEAD OF DIGITAL BUSINESS AT **FC BARCELONA**
- BUSINESS DEVELOPMENT MANAGER AT **DUGOUT**, SPAIN & LATAM

Module: "Digital Business Management in Football"



CLAUDIO BORGES

- CRM, DIGITAL MARKETING, ANALYTICS AND LOYALTY AT CITY FOOTBALL GROUP
- **MANCHESTER CITY FC, NEW YORK CITY FC & MELBOURNE CITY FC**

Module: "CRM and Data Analytics in Football"



MATTHEW BUCK

- DIRECTOR OF **PLAYER MANAGEMENT** AT THE **PFA**
- **PLAYERS' REPRESENTATIVE** OF INTERNATIONAL AND PREMIER LEAGUE FOOTBALL PLAYERS
- **FA LICENSED AGENT** SINCE 2004

Module: "Player Representation in Football"



ORNELLA DESIRÉE BELLIA

- JUDGE OF THE **FIFA PLAYERS' STATUS SUB-COMMITTEE**, **FIFA**
- **HEAD OF LEGAL AFFAIRS**, **EUROPEAN PROFESSIONAL FOOTBALL LEAGUES**

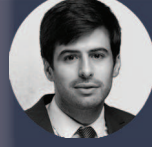
Module: "Football Law and Legislation"



MARIOS CHRISTODOULOU

- OPERATIONS MANAGER AT **APOEL FC**
- **TICKETING MANAGER & SAFETY OFFICER**

Module: "Stadium Management and Club Operations in Football"



PEDRO IRIONDO

- SENIOR BUSINESS CONSULTANT - SPORTS PRACTICE, **KPMG FOOTBALL BENCHMARK**
- **OPERATIONAL REVIEW** FOR FOOTBALL CLUBS

Module: "Financial Management in Football"



MARK DAVIES

- GLOBAL HEAD OF PARTNERSHIPS AT **SWANSEA CITY FOOTBALL CLUB**
- FORMER HEAD OF NEW BUSINESS AT **LEICESTER CITY FOOTBALL CLUB**

Module: "Football Marketing & Sponsorship"



BAS SCHNATER

- FAN ENGAGEMENT, CRM & DIGITAL AT **AZ ALKMAAR**
- **MATCHDAY FAN ZONE COORDINATOR**, STADIUM EXPERIENCE DEVELOPMENT
- **GUIDING THE CLUB'S DATA-DRIVEN TRANSFORMATION**

Module: "Football Fan Engagement and Community Relations"



RICHARD CLARKE

- FORMER MANAGING EDITOR AT **ARSENAL FC**
- FORMER DIRECTOR OF DIGITAL MEDIA & COMMUNICATIONS, **COLORADO RAPIDS (MLS)**
- **SPORTS DIGITAL CONSULTANT**

Module: "Media and Communications in Football"



MARIO LEO

- FOUNDER & GENERAL MANAGER **RESULT SPORTS**
- SPECIALISED IN DIGITAL ANALYTICS, COMMUNICATION, MARKETING & STRATEGIC NEEDS FOR ATHLETES, CLUBS, LEAGUES AND FEDERATIONS

Module: "Digital Business Management in Football"



PROFESSOR CHRIS BRADY

- DIRECTOR OF THE **CENTRE FOR SPORTS BUSINESS**, **SALFORD UNIVERSITY**
- CO-AUTHOR OF CARLO ANCELOTTI'S BOOK "QUIET LEADERSHIP"

Module: "Introduction to the Business of Football"



GRANT DOWNIE, OBE

- HEAD OF PERFORMANCE AT **MANCHESTER CITY FC ACADEMY**
- PREVIOUSLY WORKED FOR **MIDDLESBROUGH FC, GLASGOW RANGERS FC & THE FOOTBALL ASSOCIATION**

Module: "Performance Management in Football"



DARREN SIMMONS

- **SPORTS RECRUITMENT EXECUTIVE SEARCH EXPERT**, THE EXECUTIVES IN SPORT GROUP - SPORTS JOBS
- FORMER MANAGING DIRECTOR, **FOOTBALL EXECUTIVES LTD**

Module: "Football HR and Career Management"



PROFESSOR SIMON CHADWICK

- PROFESSOR OF SPORTS ENTERPRISE & CO-DIRECTOR OF CENTRE FOR SPORTS BUSINESS
- SENIOR FELLOW OF CHINA POLICY INSTITUTE/DIRECTOR & CO-FOUNDER OF CHINA SOCCER OBSERVATORY

Module: "Emerging Markets in Football"