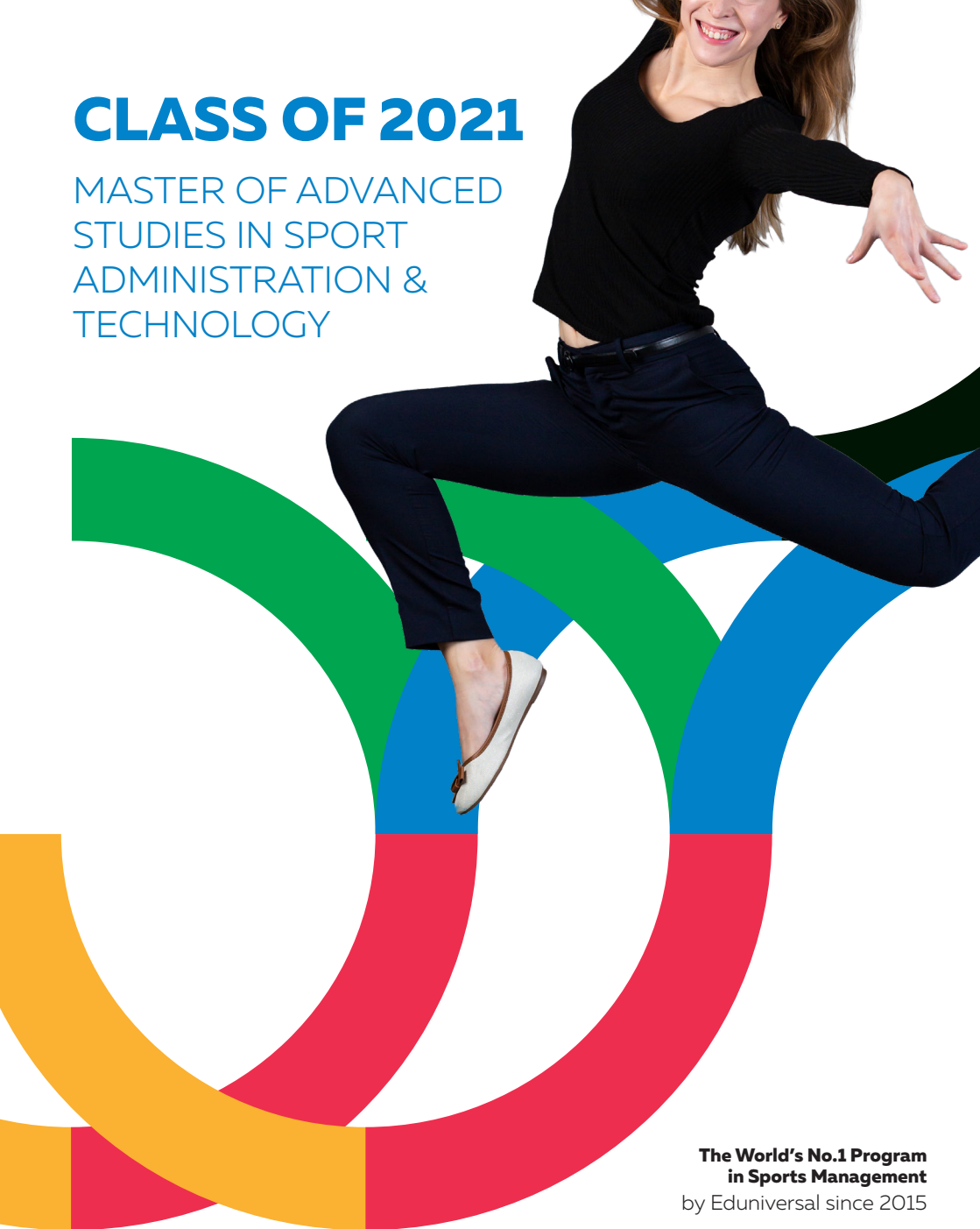


CLASS OF 2021

MASTER OF ADVANCED
STUDIES IN SPORT
ADMINISTRATION &
TECHNOLOGY



**The World's No.1 Program
in Sports Management**
by Eduniversal since 2015

aists

The AISTS MAS is co-signed by:

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CLASS OF 2021

MASTER OF ADVANCED STUDIES
IN SPORT ADMINISTRATION & TECHNOLOGY

AISTS MASTER IN SPORT MANAGEMENT AND TECHNOLOGY

A FULL-TIME PROGRAM IN THE OLYMPIC CAPITAL

Organised by the International Academy of Sport Science and Technology (AISTS), the AISTS MAS in Sport Administration and Technology degree is a unique postgraduate program held annually in Lausanne, the Olympic Capital. Over the course of 15 months, participants are trained by experts in sport management and academics, in the following multi-disciplinary fields applied directly to sport:

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

THE NO.1 RANKED PROGRAM IN SPORT MANAGEMENT WORLDWIDE

The AISTS Master of Advanced Studies in Sport Administration and Technology is ranked number 1 in the global Eduniversal rankings and is co-signed by some of the most renowned academic and technology institutes of Switzerland; EPFL, University of Lausanne and University of Geneva.

The AISTS MAS in Sport Administration and Technology is designed for sports-minded professionals wishing to achieve a stronger skill set for their existing or desired career in the sport industry.

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 sport management. In addition, they come from a wide range of nationalities and professions, but all have the same goal to become a future leader in sport.

AISTS MAS WORK EXPERIENCE REQUIREMENTS

To gain the Master from AISTS, participants must pass all academic parts of the course but must also complete at least 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, sport organisations, organising committees and corporate agencies.

To contact or recruit AISTS 2021 Participants

Email: info@aists.org

Phone: +41 (0)21 692 64 80

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 sport industry by focusing its activity on three key pillars:



EDUCATION

Educating leaders in sport management through adapted education programs.



APPLIED RESEARCH

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



CONNECTIONS

Acting as a strategic connector in the world of sport.

AISTS MISSION

The primary mission of the AISTS is to master sport by positively contributing to sport 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.

FROM THE FIELD

CHRISTOPHE DUBI

Because you are embarking on the journey to become a qualified sports manager; because you are embarking on the 2021 AISTS Master Class; because the crisis is deep; the future is yours.

In this period, in which normal activities have not yet resumed and will remain scarce in the foreseeable future, the time is right to think about what is coming next.

Major events will take place in 2021. From these, we will learn how to cope with delivering Worlds Cups, World Championships and the Olympic Games, under heavy constraints.

If one considers that the current COVID-19 crisis will continue to have its negative effects, if one assumes that this is not the last pandemic that society and sport will face, the first duty is to learn from this important year about what works, what has changed for the better and what is within the scope to improve in the future. Observing, studying and learning to develop best practices is what all of you should think about.

Looking past the crisis, sport must remain relevant to future generations: Millennials and Gen Z. Sport must do what other industries are looking into: how to cope with generational changes, adapting our products and activities while preserving our history and core values. Thinking about the format of a sport, the characteristics of an event for the new generation of fans who seek interaction, a personal return for being engaged with a span of attention that shifts rapidly from one centre of interest to another. This is a challenge, certainly, but a formidable opportunity as well.

We live in times of exponential growth in digitalisation. From augmented reality, active virtual sports to multi-screen experiences, the potential for sport to capitalise on these resources is endless. Keeping yourselves interested in the development and adoption of new digital assets by sports organisations is a must. I am personally very impressed by the creativity of some sports organisations in maintaining the link and interactions with fans amid the current social restrictions.

At the same time, looking at the other side of the technology coin, there are the necessary developments to protect sports organisations and consumers: robust cybersecurity, ambitious and compliant data acquisition and management, and sound digital architecture. These are only a few examples of what will be expected from all of us.

2020 and 2021 have been amazingly challenging for many, including in sport. We can, however, look forward with confidence. Many cities and regions are interested in hosting events in the future. A number of Interested Parties have expressed their desire to host the Games in the next decade. The main reason: sport and the Olympic Games are part of the solution to contributing to addressing social and economic difficulties. By fully embracing sustainable development, sports organisations can offer their values, inspirational athletes and positive emotions to remain meaningful.

With short-term challenging, but interesting, perspectives and a long-term positive outlook, I am convinced that your 2021 academic year will be amazingly interesting and beneficial.

Christophe Dubi, Olympic Games Executive Director
International Olympic Committee



FROM THE FIELD

FERNANDO LIMA

2020 has been a challenging year for the world of sport and yet the FIVB has been innovating the way to deliver volleyball and engage fans. We were able to keep a continuous flow of content being delivered to our fans, and we have rebranded all our digital platforms under the Volleyball World umbrella. We are maintaining the FIVB acronym for corporate purposes but Volleyball World will more and more be promoted as our “face” to interact with fans all across our social media channels and website, which by the way we will relaunch in 2021. We have also been working on how to communicate and promote the value of volleyball in this ever-changing world and on a strategy to go beyond sport industry. We are thrilled to start the collaboration with WPP’s Ogilvy Social. Lab as our lead strategic and creative agency and the amazing digital and social agency Fifty Digital to further explore the global potential of our sport.

Volleyball has been known for its family and community spirit, non-violent character and its nature of diversity and inclusion. These are the values that we need most in the turbulent times as we live today. In the year of 2020, the FIVB was awarded by GAISF for its sustainability efforts, welcomed two first female Continental Confederation Presidents and we are committed to contribute further to the world community through our sport and its core values.

It is therefore important for us to continue our engagement with AISTS to exchange views on the evolution of society and technology and involve the students in our projects to reflect latest business intelligence trends with their creative and innovative mind.

I recently had the honour of lecturing at AISTS and was inspired by the discussion with the students. I truly appreciate the knowledge and experience of the AISTS Master of Advanced Studies in Sport Administration and Technology participants and alumni, and we often hire graduates as interns or full-time employees. The FIVB looks forward to continuing our partnership with the AISTS and its alumni and wishes the current students all the best in their endeavours.

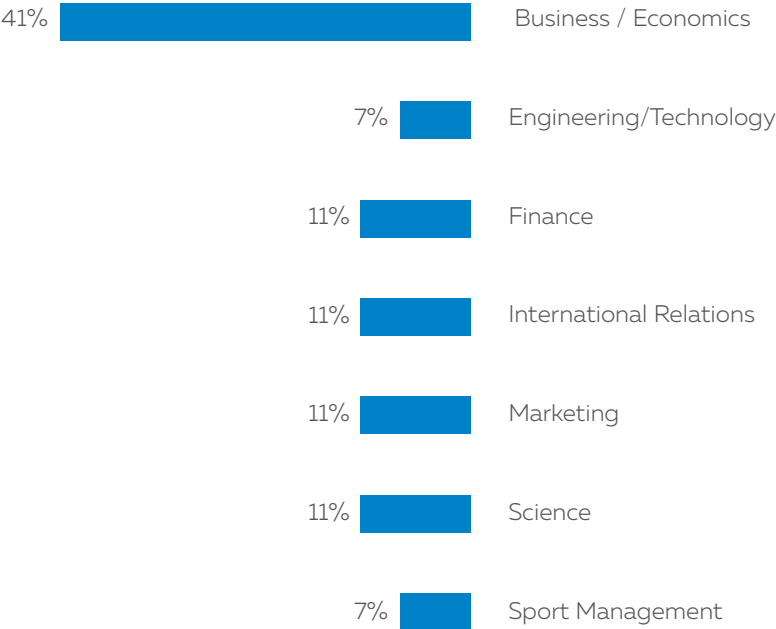
Mr Fernando Lima
Secretary General of the FIVB



AISTS MAS

CLASS OF 2021

PROFILES



15
MEN

12
WOMEN

29
AVERAGE AGE

AISTS MAS

CLASS OF 2021

NATIONALITIES



20
LANGUAGES

5.5
AVG. YEARS OF
EXPERIENCE

PARTICIPANTS PROFILES

2021

TABLE OF CONTENTS

27 PARTICIPANTS

Shreyas BHATIA	14
Tianyu LIN	15
Samira ASGHARI	16
Dominic BROOK	17
Carlotta CARTELLI	18
Martim RAMÔA	19
Christy DUKEHART	20
Alex FAUS	21
Shivani HASIJA	22
Christos IACOVIDES	23
Zahir KHAN	24
Živa LAVRINC	25
Ludovica MASSA	26
Aditya NARAYAN	27
Wolfgang PEDAL	28
Alexandre QUET	29
Alice RONCHETTI	30
Runqiu JIA	31
Yasmeen SHABSOUGH	32
Jorge RODRIGUES E SOUSA	33
Flavio SQUILLANTE	34
Regina Suarez ORTEGA	35
Svetlana NAZAROVA	36
Tong LIU	37
Kaushik TURLAPATY	38
Yoko YAMAGISHI	39
Gábor ZIPPENFÉNIG	40

Shreyas BHATIA

Sports Marketing professional with 8 years' experience in media and sports league. Track record of identifying business gaps and launching initiatives promoting the impact of sports. Skilled in many fields and highly adaptable. Motorsports Official.



LANGUAGES

English, Hindi

EDUCATION

Bachelor in Business Studies,
Shaheed Sukhdev College of
Business Studies,
University of Delhi, India

SPORTS

Football, Motorsport,
Badminton



WORK EXPERIENCE

Operations Head, Kica Women's League, Delhi, India

- Launched Delhi's first women's amateur football league.
- Managed Sponsor Team Owners, Sponsor Partners and overall operations over the course of the season.
- Overlooked and facilitated coaching sessions.

Content Strategist, Muncher Media (digital media network), Delhi, India

- Launched the sports division 'Muncher Sports'.
- Secured sponsors for the podcasting arm, generating \$10,000 in advertising partnerships.

- Oversaw creation of marketing assets, social media plans and all sports related written material.

Growth Manager, Fitso (full-stack sports facilities provider), Gurgaon, India

- Launched Fitso SEALs (premium swimming coaching).
- Initiated and led branding guidelines for overall marketing campaigns & developed marketing strategy through User Behaviour Analysis.
- Increased SEALs program's revenue by 1500% in 6 months.

Tianyu LIN

Entrepreneurial sales and operations manager with proven track record in developing on- and offline partnerships and establishing presence in new markets, in particular India, for technology industry leaders. Avid downhill skateboarder and professional fitness coach.



LANGUAGES

Chinese, English, Spanish

EDUCATION

Bachelor in Applied Chemistry,
Huazhong University of Science
and Technology, China

SPORTS

Downhill Skateboarding



WORK EXPERIENCE

Senior Category Operation Specialist, Tmall – Alibaba Group, Hangzhou, China

- Established the growth strategy and managed the Consumer Electronics' category on the marketplace which resulted in 60% annual revenue increase;
- Responsibilities included vendor engagement, marketing involvement and negotiation, and product portfolio management.
- Helped five Key Account customers grow their revenue by 100%.
- Fostered more than five best-seller products on the platform.

Regional Sales Manager, Renqing Technology Pvt Ltd, Shenzhen, China

- Represented company as managing director in a JV, founding in India a manufacturing plant and sales team.
- Established partnerships with Samsung and Microsoft.
- Led a sales team for MEA, SA and SEA, achieving 120% revenue increase.

Vivo Communication Technology Pvt Ltd, International Sales Manager, Gurgaon, India

- Co-founded new branch operations in India, including the recruiting and training of a local sales team.
- Developed and managed a local distribution partnership.

Samira ASGHARI



LANGUAGES

Persian, Pashto, English

EDUCATION

Bachelor in Political Science & International Relations,
Kateb University, Afghanistan

SPORTS

Basketball, Skateboarding,
Swimming

Sports Administrator and International Relations professional with experience gained at the Afghanistan NOC and the Olympic Council of Asia. IOC member actively advocating for women and youth empowerment through sports. Current national basketball player, formerly involved as a coach with Skateistan.



WORK EXPERIENCE

Member of Athlete's Entourage Commission, International Olympic Committee, Lausanne, Switzerland

- Became the youngest ever Member of the IOC at age of 24 in Buenos Aires YOG 2018.
- Established the first ever athlete's commission within the Afghan NOC.
- Provided input on relevant activities related to the implementation of Olympic Agenda 2020, specifically to support and protect athlete's health, social development and ethics.
- Contributed to the development of the global joint network of athlete's commission and athlete's entourage commission.

Deputy Secretary General, Afghanistan National Olympic Committee, Kabul, Afghanistan

- Assisted and advised the staff and Secretary General of the NOC, in particular for development and sustainability.
- Got the approval from the Executive Board for the first ever "participation of the Afghan female's National Team Sport players" (Volleyball, Handball, Basketball) to the 12th South Asian Games.

Dominic BROOK



LANGUAGES

English, French, German

EDUCATION

Bachelor in Biological Sciences,
Exeter University, UK

SPORTS

Rugby, Football, Gym

Touch rugby player and coach brought up in different countries. First professional experience in digital media for a mental health start-up and in CRM training. Highly analytical and decisive under pressure, whilst being competitive, adaptable, and approachable. Competent in multiple languages.



WORK EXPERIENCE

Training Manager, Planet Payments Ltd, Redhill, United Kingdom

- Solely responsible for training all the staff in the stores on how best to interact with customers residing outside of the EU in order to maximise and upsell VAT refunds on their in-store purchases while ensuring a 5-star customer experience.
- Designed and delivered the training curriculum.

Digital Media Intern, Meetwo Education Ltd, London, United Kingdom

- Supported the founders of this successful teenage mental health start-up with influential contributions for their social media strategy, company development and administration.

- Ran a social media and crowdfunding campaign resulting in two Tech4Good Awards (AbilityNet).

Director of Touch 2016, Exeter University, Touch Rugby Club, Exeter, United Kingdom

- Oversaw and planned weekly sessions across multiple skill levels for one of the largest Touch Rugby clubs in the Northern Hemisphere.
- Responsible for all coaching/selection decisions, as well as organisation of over 325 active players.

Carlotta CARTELLI

Football player and youth football coach with European (Bronze Medal at the U17 FIFA Women's World Cup) and US experience (4 years spent in the USA NCAA Div I). Recent graduate looking to promote sports values.



LANGUAGES

Italian, English, Spanish

EDUCATION

Bachelor in Physics, Minor in Mathematics,
Louisiana Tech University, USA

SPORTS

Football, Skiing, Triathlon



WORK EXPERIENCE

Tournament Coordinator & Football Coach, The Zone, Ruston, USA

- Organized the tournament structure for a football player development facility hosting up to 50 matches and practices per season.
- Provided coaching for mixed (male and female) youth teams, U11, U8, and U6.
- Coached individually both field players and goalkeepers.

Coordinator, A.S.D Numero 12, Milano, Italy

- Hosted and organized a tour for an American soccer academy (100+ people) in Italy, including the itinerary, the transportation and the attendance to a Woman's world cup match in France.

Martim RAMÔA

Sports marketing and events, young professional with first experience in the Olympic Movement through the NOC Portugal and the IOC Young Leaders Programme. Passionate about logistics, operations of sport events and athlete empowerment.



LANGUAGES

Portuguese, English, Spanish

EDUCATION

Int' Master in Management & Bachelor in Management,
Nova School of Business and Economics, Portugal

SPORTS

Swimming, Football, Athletics



WORK EXPERIENCE

Junior Marketing Manager, National Olympic Committee of Portugal, Lisbon, Portugal

- Coordinated the preparations of the National House of Portugal in Tokyo 2020.
- Logistics of the Portuguese team YOG 2018.
- Administered the hospitality programs for 50+ NOC's guests and ticketing system for Tokyo 2020.
- Venue operations at the II MEMOS Convention.

External Brand Management Consultant, Nestlé, Lisbon, Portugal

- Selected as part of a 5-student consulting team from Nova SBE .

- Conducted a deep analysis of Purina ProPlan's market, consumers' habits and perceptions.
- Formulated solutions and recommendations to re-position the brand.

Marketing and Staff Manager, ENEEG 2017 – Organizing Committee, Lisbon, Portugal

- Organized a 4-day national event for 400+ students, including the schedule of 15 + staff members and 40+ volunteers during the event.
- Assisted the sponsorship and supporting agreements.
- Managed marketing strategies and a national promotional tour (4 cities, 6 Universities).

Christy DUKEHART



LANGUAGES

English

EDUCATION

Bachelor in Science,
Belmont University - Nashville, USA

Master in Business
Administration / Master
of Science in Accounting,
Northeastern University - Boston, USA

SPORTS

Baseball, Softball, Football, any
Team Sport, Golf

Sports Manager and entrepreneur with over 6 years of experience in developing and training athletes, with an additional 10 years in international accounting and finance leadership roles, 5 of those years spent at Ernst & Young.



WORK EXPERIENCE

Owner, Strikezone Softball Academy, Connecticut, USA

- Started the business from scratch, generating over \$100k USD in revenues and gaining over 100 clients in just one year.
- Created relationships with over 50 NCAA colleges and 50 youth programs.
- Produced multiple All-State players and the 2019 Gatorade Player of the Year.
- Guided athletes through the NCAA collegiate recruiting process.

General Accounting Supervisor, Davol, Inc., Rhode Island, USA

- Managed the \$30M R&D budget, presenting updates to the Board monthly.

- Supported new product development and business development, through financial modeling and due diligence.
- Supervised the financial staff, evaluating their performance.

Senior Auditor, Ernst & Young, LLP, Boston, USA and Sydney, Australia

- Led audits for multiple billion-dollar companies.
- Evaluated clients' internal control structures and business processes, including leading the first integrated audit.
- Lead numerous trainings for staff level employees.

Alex FAUS



LANGUAGES

Spanish, Catalan, English

EDUCATION

Bachelor in Business
Administration,
La Salle University, Spain

Exchange,
Saint Mary's College of California, USA

High School graduate,
Cushing Academy, Massachusetts, USA

SPORTS

Football, Cycling, Skiing

Authentic and curious professional, with 4 years of experience in sports partnerships, sponsor activations and events, gained with big names such as IOC, CAA and IMG. Deep love and passion for the sports ecosystem both as a player, fan and as an employee. Volunteered as well for several community initiatives such as Aspire Football Dream project.



WORK EXPERIENCE

Events Coordinator, IMG (International Management Group), London, UK & Barcelona, Spain

- Worked in the Tennis UK Division for social media and event coordination at the Tennis Classic in Hurlingham. Operations Assistant onsite during the Wimbledon Championships.
- Coordinated the Barcelona Tennis Open public stands and sponsor activations for the entertainment of the public.

Junior Sports Partnerships, CAA (Creative Artists Agency), London, United Kingdom

- Detected new markets for the CAA Agents to find the right partnerships for their clients across multiple sports (football, tennis, esports).
- Consulting for global/regional brands; identified innovative sponsorship

opportunities related with sports and how to increase their return on investment.

- Assisted on a couple deals for Manchester City and League of Legends.

Internship at Rights Activation & Commercial Integration, IOC (International Olympic Committee), Lausanne, Switzerland

- Learned and acquired skills on how to manage a 360 view of commercial brand usage of the Olympic Brand by commercial partners across the Olympic eco-system.
- Aided the team on finding crossovers with the National Committees sponsors and the IOC TOP Partners.

Shivani HASIJA



LANGUAGES

Hindi, English, French

EDUCATION

Bachelor in Commerce
(Honors),
University of Delhi, India

SPORTS

Bodybuilding, Skating,
Volleyball, Athletics,
Swimming, Karate

International level Body-BUILDER and National level Roller-Skater with a 19-year athletic career in various sports alongside 5 years of corporate work experience in client-facing, relationship management and event roles. Supported the Indian Premier League with spectator and vendor management.



WORK EXPERIENCE

Relationship Manager, Standard Chartered Bank, Gurugram, India

- Managed existing premium corporates.
- Created and delivered induction programs for a smooth and compliant onboarding of new clients.
- Sourced 15 high value retail accounts and 2 corporate accounts within a span of 3 months of joining the organization.

Hospitality Crew, Indian Premier League, Delhi, India

- Helped in the management of the VIP spectators and vendors.
- Contributed to the marketing collateral.

Asset Desk Manager, Yes Bank, Delhi, India

- Ran a background check of interested business and retail clients for availing loans.
- Had a good sales conversion rate in terms of acquiring customers.
- Conducted knowledge events for clients to create cross-selling opportunities and a smooth onboarding.
- Generated a retail revenue of 1+mn on a recurring basis for 10 years in just a month.

Christos IACOVIDES



LANGUAGES

English, Greek

EDUCATION

Bachelor in Accounting &
Finance,
Cass Business School, UK

SPORTS

Extreme sports
(Snowboarding,
Wakeboarding, Climbing),
Football, Tennis

Consultant with three years in strategic, reputational and operational risk management. Strong leadership and stress-resilience, demonstrated as a Corporal in the Special Forces. Qualified Snowboard (CASI) instructor for all levels with an entrepreneurial spirit.



WORK EXPERIENCE

Consultant, Risk Advisory, Strategic and Reputational Risk, Deloitte Ltd, Nicosia, Cyprus

- Provided advisory services aiming to help organizations anticipate and adapt to changes in the regulatory environment as well as build better programs and controls to address all risks.
- Advised multinational companies on how to align their tax strategies to their businesses.
- Coordinated the prudential capital review of Cyprus' largest systemic banks according to the latest regulatory capital requirements for Operational, Reputational and Legal Risk.

Corporal, Special Forces, Cypriot National Guard, Nicosia, Cyprus

- Selected out of 4987 new recruits to participate in the demanding Special Forces Military School.
- Ranked 6/73 of the new Special Forces recruits. Was rewarded the honorable Green Beret and the promotion to Corporal.
- Responsible for leading my division and training the new recruits on mountain commando techniques, and telecommunications.

Snowboard Instructor, Mayrhofen 3000 Ski & Snowboard school, Mayrhofen, Austria

Zahir KHAN



LANGUAGES

English, Hindi, French

EDUCATION

Bachelor in Civil Engineering,
Maharaja Sayajirao
University, India

SPORTS

Running, Cycling, Yoga



WORK EXPERIENCE

Project Manager – TCS Fit4life Project, Senior Business Analyst, TATA consultancy services, Mumbai, India

- Led the Corporate Wellness program of TCS, promoting personal fitness, camaraderie and philanthropy aspect among the 450,000+ Associates spread across the Globe with the help of various programs.
- Involved in various activities like organizing Corporate Challenges including the participation to major international Marathons such as the New York & Amsterdam ones.
- Analyzed the efficiency of various Media and Trade vehicles to optimize the marketing spending.

Plant Manager – Sewage Treatment Plant VMSS, Baroda, India

- Managed the Operation and Maintenance of the plant as per guidelines of client and various government bodies.

Coordinator, Deaf & Mute Cricket Club, Baroda, India

- Provided support for this newly created club, including planning of tournaments, practice matches, sponsorship, media engagement, boarding and lodging of the players etc.
- Organized first female deaf and mute tournament in the country, together with Captain of Deaf and Mute Indian Cricket Team.

Živa LAVRINC



LANGUAGES

Slovenian, English, German,
Spanish, Italian, Russian

EDUCATION

Bachelor in Sport Science,
University of Ljubljana,
Slovenia

Certificate in Marketing,
Australian Pacific College,
Australia

EDCL profile certificate,
Switzerland

SPORTS

Adrenaline junkie
Mono Skiing, Mountain-Biking
(trike), Wheelchair Tennis

Experienced winter sports professional and international para-athlete with experience in youth sports and marketing. Problem-solving orientated individual with developed interpersonal relationships skills. Great at networking and presenting, with the ability to communicate in a clear, concise and concrete way. Passionate about extreme sports.



WORK EXPERIENCE

Intern for a swiss start-up company which is helping people with reduced mobility, GBY (Go By Yourself), Fribourg, Switzerland

- Helping with organizing test days, GBY open days and other events.
- Co-creating social media content.

Suvretta Snowsports, Ski-, Snowboard-, Crosscountryski- instructor, St. Moritz, Switzerland

- Gave private skiing, snowboarding and cross-country skiing tuitions to adults and children aged 2 to 17, coming from a big variety of countries.
- Organized winter holidays program for five star hotel's guests

PR representative, Sipa Boards, Sydney, Australia

- Promoted the world's first self-inflatable and self-propelled stand up paddle board during the Kickstarter campaign.
- Organized SIPA board test days for SUP and surf shops in Sydney area.

Ludovica MASSA

World Ironman Athlete with a Bachelor in Finance degree, striving in bringing efficiency, innovation and priority management, as demonstrated during the three years worked while studying. Eager to combine my two biggest passion: economics and sport.



LANGUAGES

Italian, English, French,
German

EDUCATION

Bachelor in Economics and
Finance,
*Università della Svizzera Italia,
Switzerland*

SPORTS

Triathlon, Fitness, Hiking,
Skiing, Athletics



WORK EXPERIENCE

Logistics intern, Valstar, Milan, Italy

- Supported a famous Italian fashion luxury company with the organization of their stock, its warehouse and cataloging samples.
- Created a new organization of the warehouse, based on the stock arrival and departure dates, which resulted in less errors and more order in the stock.

Head of marketing, TBL, Vacallo, Switzerland

- Implemented the coach website for this triathlon coach company, which included defining the entire content; led to an increase in the number of athletes by more than 30%.

Intern, Ludmilla SA, Vacallo, Switzerland

- Provided general administrative support to this consulting company, including archiving active and passive invoices and booking customers' appointments.

Aditya NARAYAN

Client services professional with 5 years' experience in consulting. Strong presentation, analytical and training skills gained at Deloitte and Infiniti Research. Events' experience gained as a Volunteer & President of a 3000-member University Sports club.



LANGUAGES

English, Hindi, Arabic

EDUCATION

MBA in Marketing,
ICFAI Hyderabad, India

Bachelor in Commerce,
Mumbai University, India

SPORTS

Cricket, Football, Various
Olympic Sports



WORK EXPERIENCE

Research Analyst, Deloitte, Hyderabad, India

- Provided support to onshore clients by conducting secondary industry research.
- Created engaging powerpoint presentations capturing the key messages.
- Produced reports on workforce occupancy using excel.
- Trained recently hired graduates to facilitate their integration.

Associate Research Analyst, Infiniti research, Bangalore, India

- Provided support to onshore clients by conducting secondary industry research.

- Helped Senior Analysts with key information to allow them to make a compelling presentation for the clients.

President, VAPS SPORTS CLUB, IBS Hyderabad, Hyderabad, India

- Organised various sporting events every weekend for the university housing ~3000 students.
- Led a team of ~70 MBA aspirants to conduct these events.
- Introduced the Auction process for various leagues within the University and initiated ideas to attract visitors to the grounds.

Wolfgang PEDAL



LANGUAGES

Spanish, English

EDUCATION

Executive Education in Management,
ESAN Graduate School of Business, Peru

Bachelor in International Business,
Universidad de Lima, Peru

SPORTS

Golf, Surfing, Mountain Bike

Five years in customer relationship and operations management roles. Mega-sport events experience gained with the PanAm Games OCOG. Professional golf player and amateur surfer with an entrepreneurial mindset.



WORK EXPERIENCE

Golf technical operator, XVIII Pan, American Games Lima 2019, Lima, Peru

- Supported with the planning and organization of the Golf Sport competition.
- In coordination with the Sport Manager, led an 80-person team, including volunteers ; organized the workforce, assigning tasks according to needed skills.
- Supervised the assembly and disassembly of the field of play, as well as the sports equipment supply.

Co-Founder / Director, Brasa 360, Lima, Peru

- Co-set up an innovative start-up; managed to establish the brand as a benchmark in the grill market in Peru, overcoming a loss in the first year.

- Developed the working policies and procedures for smooth operations.
- Recruited and led a 10-people team.
- Oversaw sales and supply chain management to service a b-to-b and b-to-c client- portfolio of over 300.
- Built strategic alliances with distributors.

Management Assistant, Eagle Golf, Acushnet Company, Lima, Peru

- Provided general management, sales and logistics support for this leading Golf equipment brand.
- Managed the relationship with clients, golf clubs and sports associations.
- Processed customs duties.

Alexandre QUET



LANGUAGES

French, English, Spanish, Japanese

EDUCATION

Master in Business Administration,
Institut de Gestion de Rennes, France

SPORTS

Football, Basketball, Motorsports

9 years of managerial experience leading successful restructuration of operations in Japan, USA and Mexico, thanks to financial understanding and focus on team's empowerment. Amateur football player gathering various cultures around football pitches.



WORK EXPERIENCE

Site Financial Controller, Valeo Mexico, San Luis Potosi, Mexico

- Responsible for the Finance department of a new manufacturing plant (100M USD turnover and 1000 employees).
- Created, trained and coached an independent Finance team, both on finance and communication skills.
- Implemented Finance KPIs and processes to challenge operations.

Chief Financial Officer, Spheros / Valeo North America, Indiana, USA

- Responsible for the finance department and the delivery of financial performance. Turned around the site from loss making in 2017 to 10% Operating Margin in 2019.
- Restructured operations with specific focus on Finance, Legal and HR and termination of non-profitable activities.

- Led the site integration following Valeo's acquisition; drove and kept teams motivated throughout the process.

Management Controller, Valeo Japan, Tokyo, Japan

- In charge of the financial controlling of a division with 9 sites in 5 countries (Japan, China, Thailand, USA and Mexico).
- Acted as the link between European corporate offices and Japanese management.
- Responsible for financial and reporting trainings for Japan/ASEAN and North American sites of the division.

Alice RONCHETTI



LANGUAGES

Italian, English, French

EDUCATION

Bachelor in Marketing,
Communication and Global
Markets,
*University Milano-Bicocca,
Italy*

SPORTS

Baseball, Softball, Skiing,
Surfing

Former International Softball Athlete and Coach with 5 years of international experience in sport development and event coordination for FWT and OC Sport. Active Ambassador for gender equity; also passionate about sustainability and athlete development.



WORK EXPERIENCE

Junior Sport Development Manager/ Junior Tour Coordinator, Freeride World Tour, Lausanne, Switzerland

- Responsible for the planning and management of the Junior Tour in Verbier, gathering 100 plus athletes aged 10-18 from many countries.
- Managed the communication with all athletes, as well as the registration platform.
- Main point of contact and coordinator for affiliated event organizers.

Ambassador, Laureus Italia, Milan, Italy

- 5+ years representing the Foundation's values in public events and projects.
- Coached and developed programs for girls in a project in Milan.

- Promoted gender equality and opportunities through various projects.

Participants Relation Coordinator, Haute Route Dolomites & Bormio 2019, Lausanne, Switzerland

- Provided support to over 300 participants coming from 10+ countries around the world, finding quick solutions to any of their problems (health, competition, hotel, etc..) before and during the event.
- Prepared event materials for participants.

Runqiu JIA



LANGUAGES

Chinese

EDUCATION

Master in Sports Humanistic
Sociology,
Beijing Sport University, China

Bachelor in Business Management
(International Accounting),
*Capital University of Economics
and Business, China*

Exchange Program in Marketing
Management,
Florida State University, USA

SPORTS

Equestrian Sports, Rock climbing

Recent sports graduate with a first experience in mega sport events and international sports governance. Well-connected in Chinese sports market.



WORK EXPERIENCE

Intern, Chinese Yachting Association, Beijing, China

- Supported a Chinese candidate in his election to the World Sailing Presidency. Drafted the election powerpoint.
- Collaborated with the campaign group.
- Translated official documents and regulations from World Sailing and MNAs.
- General Administration of Sports in China

Intern, Winter Sports Management Center, Beijing, China

- Wrote official documents; organized files and replied to emails.

FIBA China Intern, 2019 FIBA World Cup, Beijing, China

- Collected information of FIBA Basketball World Cup 2019 Opening Ceremony participants, as well as coordinated with Beijing accreditation center.
- Part of the ticketing team, ensuring a smooth delivery to 8 host cities.
- Assisted FIBA competition director during FBWC 2019.
- Communicated between FIBA leadership and FBWC 2019 Local Organizing Committee leadership.
- Provided interpreting, translating and minute-taking support.

Consultant Intern, KPMG, Beijing, China

Yasmeen SHABSOUGH



LANGUAGES

Arabic, English

EDUCATION

Bachelor in Marketing Studies,
University of Petra, Jordan

SPORTS

Football, Boxing, Running

Professional national footballer with four years' work experience in Sport for Development, organizing committees of mega sports events such as FIFA U-17 Women's world Cup & Olympic Boxing Qualifiers. Specialized in community social development and an active advocate of gender equity and youth leadership development through sports.



WORK EXPERIENCE

Field of Play Team Leader, Asia Oceania, Boxing Qualifiers Tokyo 2020 Olympic Games, Amman, Jordan

- Managed the flow of operation on the Field of Play while reporting to the FOP Manager.
- Liaised with the Boxing Task Force, Field of Play Manager and the Field of Play volunteers for optimal coordination.
- Trained and managed FOP volunteers.

Sport for Development - Junior Technical Advisor, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Amman, Jordan

- Devised and organized a complete Youth Leadership project, including recruitment, content creation, implementation and evaluation.
- Researched and built up new partnerships.

- Organized, delivered and evaluated sport for development courses for different target groups (PE teachers, sport coaches, university students...).

Team Liaison Officer, Local Organizing Committee - FIFA U17 Women's World Cup Jordan 2016, Amman, Jordan

- Liaised between the team delegation, Local Organizing Committee and FIFA.
- Provided operational and logistical support at every venue and ensured that the team's needs were met whether in hotels, training sites or match stadiums.
- Served as the primary day-to-day operational lead for the team 24/24.

Jorge RODRIGUES E SOUSA



LANGUAGES

Portuguese, English, Spanish

EDUCATION

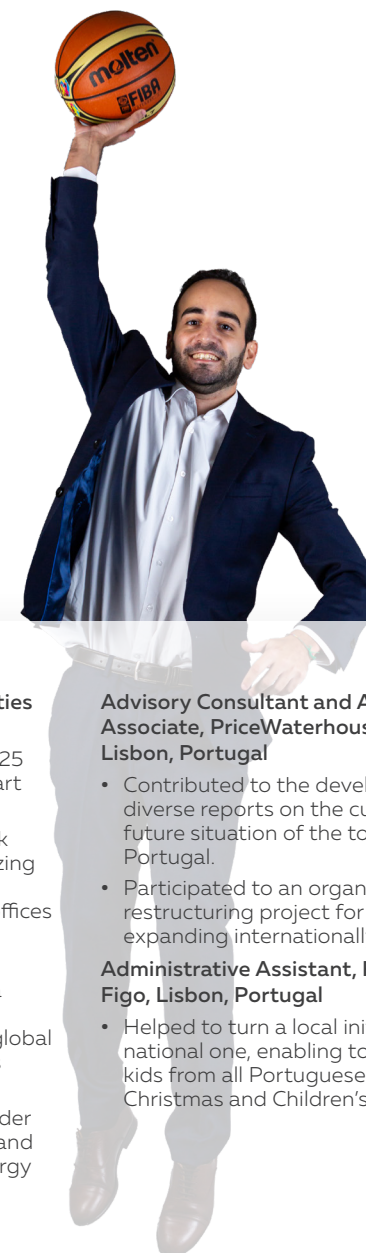
Master in Business Administration, major in Strategy and Entrepreneurship,
Universidade Católica Portuguesa, Portugal

Bachelor in Communication Sciences,
Universidade NOVA de Lisboa, Portugal

SPORTS

Football, Basketball, Rowing

Consultant with 5 years of experience, known for strong stakeholder management and problem-solving skills. Former Deloitte's Global Smart Cities PMO, project initiator for community initiative and amateur journalist for local sports club.



WORK EXPERIENCE

Senior Consultant & Global Smart Cities PMO, Deloitte, Lisbon, Portugal

- Involved in various projects across 25 cities worldwide, as the Global Smart Cities PMO.
- Appointed as a member of the task force team responsible for centralizing Deloitte's Public Sector offer for COVID-19, collaborating with the offices in other countries.
- Contributed towards the implementation of a new ERP for a Portuguese corporation, mainly by supporting the development of a global template design for the company's financial processes.
- Conducted in-depth research in order to produce reports on the current and future trends in the renewable energy and telco sectors in Portugal.

Advisory Consultant and Assurance Associate, PriceWaterhouseCoopers, Lisbon, Portugal

- Contributed to the development of diverse reports on the current and future situation of the tourism sector in Portugal.
- Participated to an organizational restructuring project for a company expanding internationally.

Administrative Assistant, Fundação Luís Figo, Lisbon, Portugal

- Helped to turn a local initiative into a national one, enabling to giving gifts to kids from all Portuguese hospitals on Christmas and Children's days.

Flavio SQUILLANTE



LANGUAGES

Italian, English, French

EDUCATION

Master in Management,
ESCP Europe, France

Bachelor in Industrial
Engineering,
Polytechnic of Turin, Italy

SPORTS

Football, Skiing, Formula 1

Self-motivated strategy and marketing consultant with a 3+ year international experience on projects aimed at boosting profitability through the formulation of innovative strategies in marketing, sales and pricing. Volunteer organizer of multiple sports events.



WORK EXPERIENCE

Senior Consultant, Simon-Kucher & Partners, Milan, Italy

- Designed strategic initiatives aimed at improving clients' revenues, such as commercial monitoring frameworks, product portfolio redefinition and value-based pricing models ; double-digits impacts on sales and margins.
- Defined new communication guidelines with the use of behavioural economics principles to increase customer activation and improve sellers' effectiveness.
- Led a mentoring project aimed at easing the onboarding process of new hires and presenting consulting to recently graduated students.

Strategic Procurement, Bombardier, Berlin, Germany

- Managed the venue setup and client relationships within the organization of an event organized for the 100 most relevant suppliers.
- Led a process review of due-date payments collection achieving 20% timing reduction thanks to VBA programming.

Booking Manager & Board Member, Eventures ESCP Europe, Turin, Italy

- Managed the accommodation, hospitality partnerships for 25+ sponsoring companies and the logistics for 500+ international participants for a 3-day event in Italy.

Regina SUAREZ ORTEGA



LANGUAGES

Spanish, English, French

EDUCATION

Bachelor in Entertainment
Business Management,
*University Anahuac Mexico,
Mexico*

SPORTS

Figure Skating, Skiing

National Figure skating athlete, coach and entrepreneur with one year experience in marketing and client-servicing at No. 1 national TV Channel. Set up and promoted off- and on-ice courses with Olympic skater.



WORK EXPERIENCE

Freelance Figure Skating Coach, Mexico City, Mexico

- Trained athletes aged 3 to 16 years old, providing them with mental, physical and technical guidance.
- Planned the competition schedule, together with all the associated logistics.
- Put together a 2-day course with the World and Olympic skater Surya Bonaly and Pete Biver, taking place at the national Winter Sport Center.
- Collaborated on several occasions with Tom Hickey, member of the governing board of the Professional Skating Association, to create some instruction seminars for coaches.

Banquet Management, Hotel Stadia Suites, Mexico City, Mexico

- Helped organize contracted corporate events.

Marketing, Partner Solution, Televisa, Santa Fe, Mexico City

- Proposed ideas for different TV advertising campaigns such as Sprite/ Coca-Cola Christmas 2015.

Svetlana NAZAROVA



LANGUAGES

Russian, English, French

EDUCATION

Master in Political Science
Complementary Programme
specialisation in International
Relations,
*University of Geneva,
Switzerland*

Bachelor in Sports Science,
*Russian State University of
Physical Education, Youth
and Tourism, Russia*

SPORTS

Gymnastics, Cycling

Established coach, leader and international athlete with technical and experience-based expertise in the development, operation and coaching of Artistic Gymnastics. Proven relationship builder with experience liaising at both national and international federation level.



WORK EXPERIENCE

Coach, Regional Centre of Artistic Gymnastics, Geneva, Switzerland

Responsible for the development and coaching of a group of gymnasts aged 8 to 16 for national competitions.

- Empowered a young female athlete to build on a struggling career to become a Swiss National Champion (Senior) in Vault.
- Responsibilities included all coaching strategy, delivery and contribution to competition selection and participation.

Head of Russian Delegation, World Gym for Life Challenge 2017, Oslo, Norway

- Over a 12-month programme, responsible for leading the delegation, creating and delivering the performance.

- Liaised with International Gymnastics Federation, National Federations and local organising committee.

Coach, Grotta Gymnastics Club, Reykjavik, Iceland/ Dynamo Moscow Gymnastics Club 'Mikhail Voronin', Moscow, Russia

- Coach and responsible for developing juniors and seniors to National Team level.
- Preparation and development of strategy for athlete and team development.
- Four years of experience as a Judge.

Tong LIU



LANGUAGES

Chinese, English, French

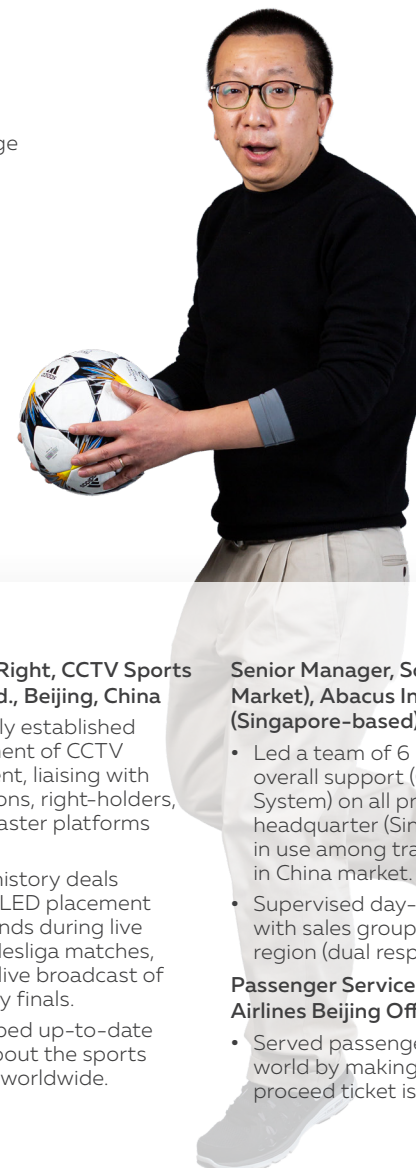
EDUCATION

Bachelor in English Language
& Literature,
*Institute of International
Relations, China*

SPORTS

Football, Table tennis,
Swimming

Experienced sports media rights sales professional with 8 years spent with No. 1 Chinese broadcaster. Proven track record of bringing international sports event to home market. Solid international network in International Federations, sports agencies, downstream broadcasting and domestic sponsorship market.



WORK EXPERIENCE

Director, Sports Media Right, CCTV Sports & Entertainment Co. Ltd., Beijing, China

- Hired to lead the newly established media rights department of CCTV Sports & Entertainment, liaising with international federations, right-holders, down-stream broadcaster platforms and sponsors.
- Originated many 1st history deals such as on-the-pitch LED placement for major Chinese brands during live broadcasting of Bundesliga matches, NBA games and first live broadcast of continental ice-hockey finals.
- Researched & developed up-to-date market intelligence about the sports industry in China and worldwide.

Senior Manager, Solution Support (China Market), Abacus International Pte. Co., (Singapore-based), Beijing, China

- Led a team of 6 in charge of providing overall support (Global Distribution System) on all products developed by headquarter (Singapore) and extensively in use among travel agency subscribers in China market.
- Supervised day-to-day sales operations with sales group in Northern China region (dual responsibility).

Passenger Service Clerk, Singapore Airlines Beijing Office, Beijing, China

- Served passengers from all over the world by making air reservation and proceed ticket issuance.

Kaushik TURLAPATY



LANGUAGES

English, French, Hindi, Telugu, Kannada

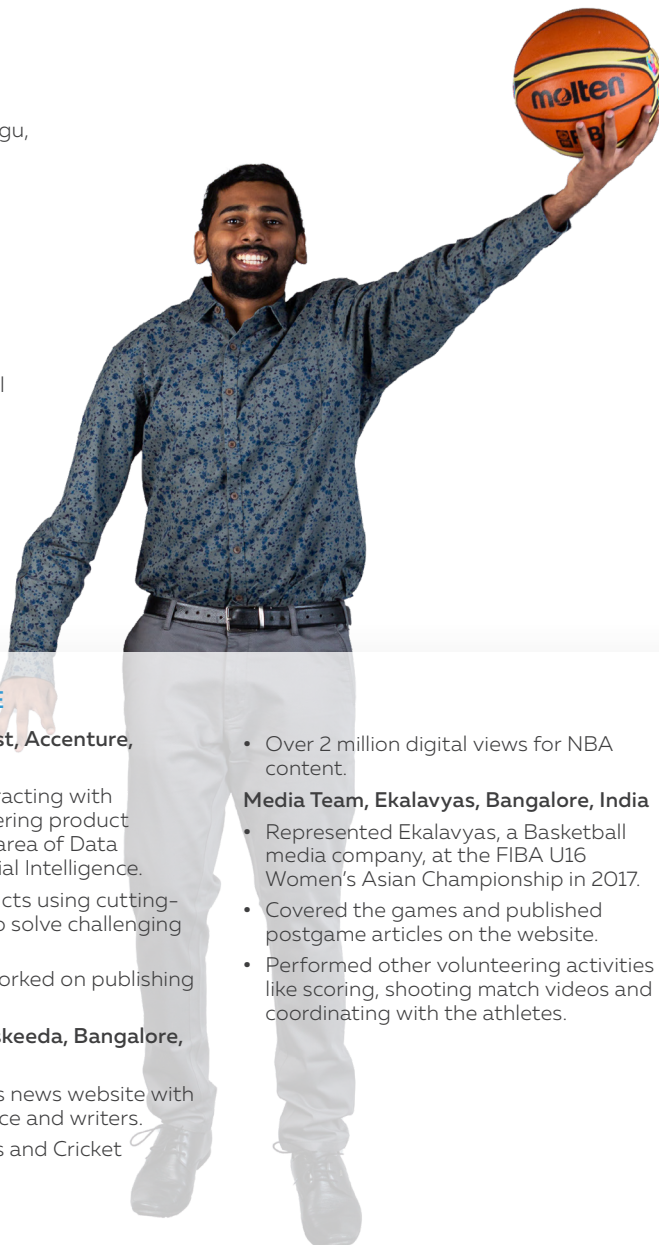
EDUCATION

Bachelor & Master in Information Technology, IIT Bangalore, India

SPORTS

Basketball, Tennis, Football

Senior Business Analyst with 3 years' experience in strategic planning and project management at Accenture. Sports Digital Content Creator with over 2 million views. Passionate about contributing to the technology-driven modern sports industry.



WORK EXPERIENCE

Senior Business Analyst, Accenture, Bangalore, India

- Responsible for interacting with the clients and gathering product requirements in the area of Data Analytics and Artificial Intelligence.
- Built software products using cutting-edge technologies to solve challenging society problems.
- Filed a patent and worked on publishing research paper.

Sports Analyst, Sportskeeda, Bangalore, India

- India's leading sports news website with multinational audience and writers.
- Covered NBA, Tennis and Cricket extensively.

- Over 2 million digital views for NBA content.

Media Team, Ekalavyas, Bangalore, India

- Represented Ekalavyas, a Basketball media company, at the FIBA U16 Women's Asian Championship in 2017.
- Covered the games and published postgame articles on the website.
- Performed other volunteering activities like scoring, shooting match videos and coordinating with the athletes.

Yoko YAMAGISHI



LANGUAGES

Japanese, English

EDUCATION

Bachelor in Sport Management with the Diploma in Professional Studies, Loughborough University, UK

SPORTS

Football, Tennis

Recent sport management graduate with experience in digital media and communication for sport rights holders, including the IOC, and international sport events, liaising with multiple stakeholders at Games' time. Keen social impact contributor.



WORK EXPERIENCE

Social Media Consultant, International Olympic Committee, Remote/Various Locations

- Planned and created contents for Japanese social media platforms agreed by the IOC during and aside of the Games; achieved the highest engagement (47%) rate among all Twitter accounts related the Games during PyeongChang 2018.
- Approved contents created by external stakeholders.
- Assisted the communication with stakeholders, including Tokyo 2020 Organizing Committee, DAZN and Olympic Channel.

Digital Media Editor, Red Lantern, London, UK

- Managed the official Twitter and LINE accounts of Liverpool FC.
- Managed an official Facebook account of the Wimbledon Championship and International Tennis Federation Davis Cup in Japanese.
- Managed an official website of World Rugby HSBC Sevens Series in Japanese.

Executive Assistant and CRM/Operation Executive, iSportconnect, London, UK

- In charge of the CRM and the management of the membership system for the company's networking platform.
- Assisted with the creation and management of delegates' list for the company's events.

Gábor ZIPPENFÉNIG



LANGUAGES

Hungarian, English, French,
German

EDUCATION

Bachelor in Commerce
and Marketing, Major in
International Marketing,
Advertising & PR,
*Metropolitan University,
Hungary*

SPORTS

Basketball, Football, Athletics

Marketing professional with more than 10 years' experience working in sports entertainment, a digital advertising agency and a globally renowned sports brand. Producer and co-director of sports viral videos with 100+ million organic views.



WORK EXPERIENCE

Senior Account Executive, Rewart Digital Advertising Agency, Budapest, Hungary

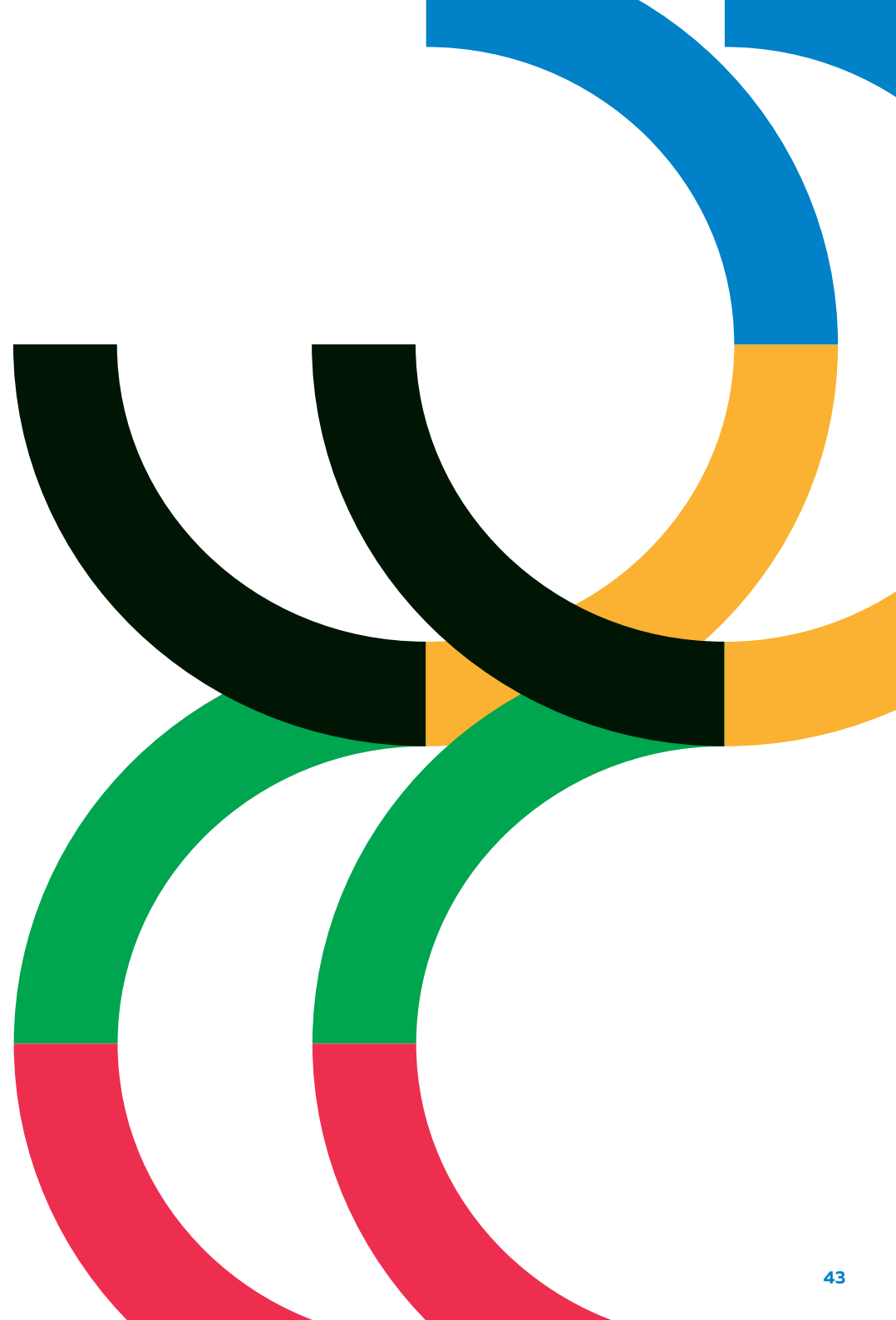
- Created proposals for multinational companies such as Coca-Cola, Bridgestone and Suzuki.
- Produced content for clients' advertising campaigns on social media platforms.
- Supervised the account executives' team to ensure on time delivery.

Intern at Global Brand Marketing – Consumer Experience, adidas AG, Herzogenaurach, Germany

- Produced football videos for "ASK THE EXPERT – WORLD CUP 2018" event.
- Transformed internship into an official vendor position.

Manager (Team, Marketing & Operations), Acrobatic Basketball Team, Budapest, Hungary

- Managed sales in 35 countries ; notable clients included FIBA, NBA, Formula 1, Bayern München, Red Bull, BBC.
- Produced sports viral video contents reaching 100+ million organic views.
- Built 100.000+ fan base on Facebook and 90.000+ on YouTube within 12 months.
- Managed marketing campaigns ; handled communication with clients and sponsors.



CONNECT WITH OUR PARTICIPANTS TO JOIN YOUR TEAM

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You can also post an internship or job opportunity to over 600 current and past participants by contacting the AISTS.

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