



# CLASS OF 2022

MASTER OF ADVANCED STUDIES  
IN SPORT ADMINISTRATION & TECHNOLOGY

**The World's No.1 Program  
in Sports Management**  
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The AISTS MAS is co-signed by:

**EPFL**

 **UNIVERSITÉ  
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UNIL | Université de Lausanne



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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 2022 Participants**

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

## RALPH STÖCKLI

Slowly but surely, sport has come back to life in recent months. Many small and large events are taking place again, many also in front of an audience. Fortunately, and let's hope it stays that way! What remains are the challenges that the sport has to face. The months of the pandemic have created new difficulties for national and international federations, clubs and organizers, and perhaps accentuated existing ones. The market is fiercely competitive, competition is high, and resources – be it financial or human – are sometimes limited.

At the same time, more and more relevant topics from different areas of society are finding their way into sport. How can we promote gender equality in sports, for example. Or the view of political aspects in the awarding and organization of sport events. Personally, I find these developments extremely interesting. They broaden our horizons and our field of work. That is why I advise you, dear participants of the 2022 AISTS MAS Class, to see such challenges as an opportunity when you hopefully dive into the world of sport after completing the course. National and international sports need hungry sports managers. People who have followed current developments, who are able to deploy employees according to their skills and who know how to exploit the opportunities of digitalisation. This means you can make a highly tangible difference when it comes to developing an association or any sports organisation.

I am convinced that you made the right choice for your education with AISTS. You will see that your lecturers come from the field and bring with them the relevant experience and expertise from which you will benefit. The experts will sharpen your vision and show you how sport can evolve in an era of increasing digitalisation and globalisation. For this purpose, the city of Lausanne, with its internationality and as the headquarters of numerous sports federations, offers an ideal geographical starting point for your leap into the large, diverse world of sports.

From my own experience, I can tell you that there is something special about working for sports. In my eyes, we are doing valuable work here that is also important for future generations. I am glad that you also chose this route, and I wish you much success and joy for your course at the AISTS!

**Ralph Stöckli**

Head of Olympic Missions Swiss Olympic, Chef de Mission Beijing 2022



# FROM THE FIELD

THOMAS JUNOD

***Adventure of a lifetime*** – When I discuss the AISTS MAS with its students and graduates, this Coldplay track immediately comes to mind. Because the course is more than just an education. It is an outstanding human adventure that only a chosen few get to experience each year.

How lucky you are to be able to spend a year of your lives studying sport in such depth, meet so many renowned experts and drink in their knowledge while forming your own minds.

What a joy to be able to spend a year with other sports enthusiasts from all over the world, as part of a melting pot of cultures and experience. As you will see, much of the knowledge and skills you gain during your course will come from your fellow students!

What a privilege to spend a year in Lausanne, the Olympic Capital, and come into contact with so many international sports federations. There are countless possibilities for networking outside of class and a large number of events you can attend, provided you are curious and know how to seize opportunities as they present themselves.

And what an honour to join such a prestigious training programme, with multiple partners, on the magnificent UNIL and EPFL campuses. This is a wonderful setting to reflect and put your grey cells to work, but also to do some sport!

What a great chance you have, but what a responsibility too! Because, while sport enables people all over the world to dream, it does so on the basis of its strong values: universality, respect and leading by example. It is these values that you, as future managers, will be responsible for upholding. Even more than communication, marketing, law or technology, good ethics is what will help you to mould your thoughts and actions. Because, if we want sport to continue to work its magic and inspire future generations, we need to protect it and the values we hold dear.

So, to paraphrase slightly, “turn your magic on [...], everything you want’s a dream away. Under this pressure, under this weight, you are diamonds taking shape. If you only got this life, this adventure is for you!”

**Thomas Junod**

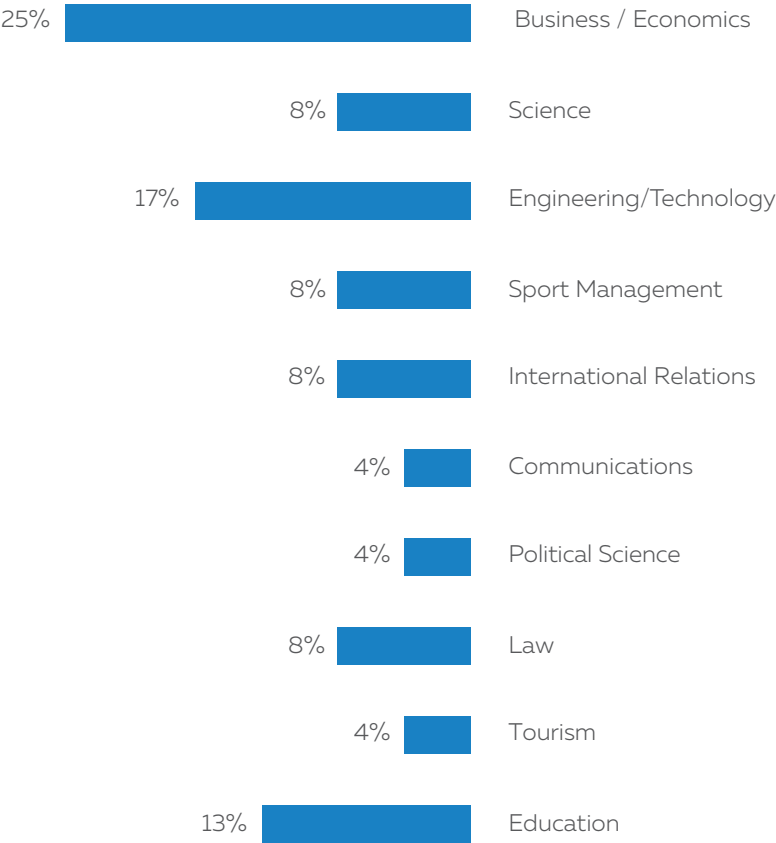
Head of UEFA Academy



# AISTS MAS

## CLASS OF 2022

### PROFILES



**15**  
MEN

**9**  
WOMEN

**32**  
AVERAGE AGE



**AISTS MAS**  
CLASS OF 2022  
NATIONALITIES



**20**  
LANGUAGES

**8**  
AVG. YEARS OF  
EXPERIENCE

# PARTICIPANTS PROFILES

2022

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# Andrew KOCH



## LANGUAGES

English, Spanish (b),  
Portuguese (b)

## EDUCATION

Bachelor in Mass  
Communications,  
St. Cloud State University,  
United States

## SPORTS

Athletics (Track & Field),  
Swimming, American Football

Programmatic advertising expert with 12+ years of experience across client relationship management and product strategy. Strong record establishing and nurturing client relationships through a data-driven, strategic approach that effectively delivers against client needs while also consistently growing revenue. LGBTQ+ advocate keen to promote diversity and equality in sport.



## WORK EXPERIENCE

### Senior Media Proposition Lead, dunnhumby Media, Berlin, Germany

- Enabled large grocery retailers to leverage their 1st party data through the development of a programmatic advertising proposition.
- Implemented partnership, technology, resource and workflow management efficiencies.
- Cross-functionally supported global teams to deliver media revenue worth \$45 million annually.

### Senior Account Manager, Sociomantic, New York City, USA

- Owned client relationships generating ~\$1.5 million in quarterly revenue.

- Clients included an international hotel brand, an established global footwear retailer, multiple apparel/fashion retailers and a wellknown swimwear brand.
- Managed cross-functionally the delivery of all projects related to clients' needs/deliverables.

### Assistant Fitness Director, Manhattan Plaza Health Club, New York City, USA

- Increased group fitness attendance by 25% through new offerings, schedule adjustments and promotions.
- Exceeded monthly personal training department revenue goals through acquisition, retention and promotion strategies.
- Designed personal training education seminars to promote continuing education of personal training staff.

# Ankush MEHTA



## LANGUAGES

English, Hindi,  
Gujarati, Marathi

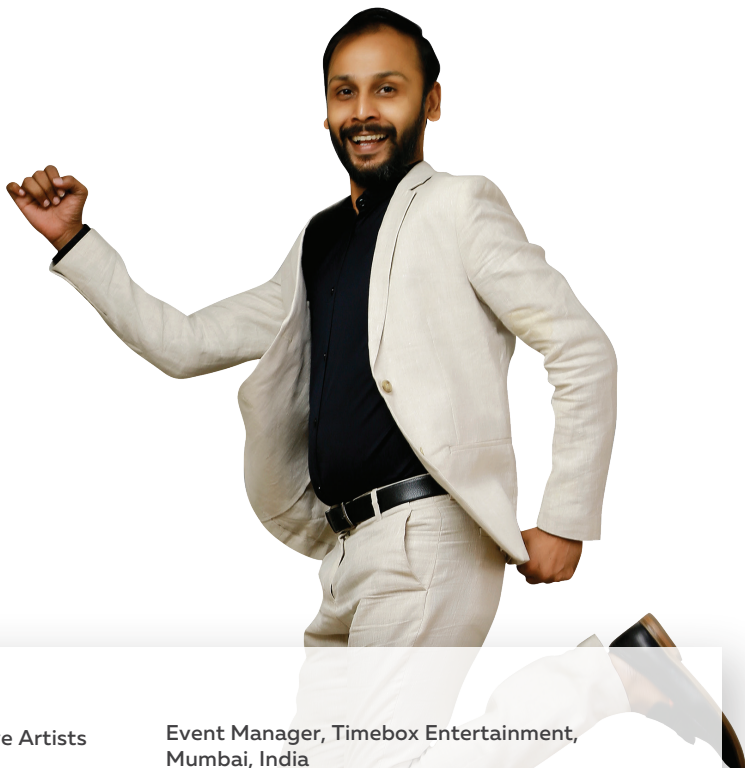
## EDUCATION

Bachelor of Management  
Studies, Mumbai University,  
India

## SPORTS

Cricket, Snooker, Tennis

Accomplished Talent Manager with 10 years of experience in the international entertainment sector. Well-trained and highly skilled in celebrity management, media relations, corporate communications, marketing communications, event management & sales. Known for being a project- and growth enabler, both at the company and individual level.



## WORK EXPERIENCE

### Talent Manager, Collective Artists Network, Mumbai, India

- Scouted new agencies/companies to explore new opportunities for talents across portfolio.
- Worked on Amazon Audible India's launch audio property - "Mafia Queens of Mumbai" by closing talents as narrators and host for the event. Negotiated budgets, mediated contracts, executed the property & facilitated the on-ground launch event for the brand.
- Acted as a liaison between the Digital & PR teams and a wide array of internal and external contacts.

### Event Manager, Timebox Entertainment, Mumbai, India

- Partnered with key stakeholders across multiple disciplines to align on the narratives to build through events.
- Provided team with strategic direction on sourcing of venues, vendors, entertainments and event - related requirements.
- Executed 10 events across 10 cities in span of 3 days.

### Artist Manager, VMAD, Mumbai, India

- Acted as a liaison between artists and television networks, production houses, event agencies as well as creative directors & producers.
- Managed overall administration of artists' activities & oversaw multiple areas of involvement.
- Coordinated and implemented a full schedule of performances' shoots, rehearsals, events & touring engagements in India and abroad.

# Anmol PRABHU



8+ years of experience in business strategy, marketing and operational roles, mostly in start-ups. Leveraging on legal background to put efficient operating structures in place, bringing disruptive marketing ideas and building solid relationships with strategic partners. Endurance Sport Athlete energized by tough challenges; multiple national and international achievements.

## LANGUAGES

English, Hindi,  
Marathi, French (b)

## EDUCATION

Bachelor of Business  
Administration, Marketing,  
Narsee Monjee Institute of  
Management Studies(NMIMS),  
India

Bachelor of Law,  
University of Mumbai

## SPORTS

Triathlons, Cricket, Badminton



## WORK EXPERIENCE

**Chief Challenge Officer, Machadalo  
VijaiKirti Technologies Pvt Ltd,  
Mumbai, India**

- Overcame many internal and external challenges and kept this start-up sustainable through efficient process mapping and framework creation.
- Contributed significantly to the 4x revenue growth of the company, winning the Pillar of Company Award.
- Managed strategic accounts worth \$1 million revenue, from contract drafting to delivery management; also closed 50+ deals, including during COVID time.

**Senior Marketing Consultant, Detales  
Brand Communications, Mumbai, India**

- Increased a child-centric brand's visibility by organizing a pop up exhibition which attracted 1000+ people over a weekend.

**Business Development Executive, Academy  
for Counseling & Education Pvt Ltd,  
Navi Mumbai, India**

- Secured and implemented a World Bank funded project for identifying training needs of 1100 budding engineers.
- Established business and negotiated a contract with one of India's biggest school chains to map 3900 students across 32 schools.

**Endurance Sports Triathlete & Columnist,  
Mumbai, India**

- Finisher-World's toughest One Day Endurance Event, Full IRONMAN in Sweden.
- Finisher-Deccan Cliffhanger; 643km Cycling race from Pune to Goa in Nov 2019.
- Mentored & coached 20+ triathletes from US, Kuwait, India; also promoted endurance sport/triathlon through giving talks at 10+ on/offline seminars & writing articles in a local newspaper.

# Artem BUEROV

Administrative Manager with 5 years of experience in international sports events coordination, governance, and anti-doping for the International Committee of Sports for the Deaf. Known for making things happen, even during crisis time.



## LANGUAGES

Russian, English,  
International Sign Language

## EDUCATION

Engineer in the field of  
ship navigation, Nizhny  
Novgorod State Academy  
of Water Transport, Russia

## SPORTS

Equestrian, Fencing, Swimming



## WORK EXPERIENCE

### **Administrative Manager, International Committee of Sports for the Deaf, Lausanne, Switzerland**

- Assisted the CEO in administrative, legal, strategic issues, and solely managed the Lausanne Headquarters.
- Drafted Code of Ethics, statutory amendments to Constitution, and Bylaws.
- Established financial control and risk management systems, which enabled to pass all audits successfully the last 5 years.

### **Anti-Doping Manager, International Committee of Sports for the Deaf, Lausanne, Switzerland**

- Strengthened overall compliance to WADA Code and International Standards.
- Formulated Anti-Doping Rules 2021 for ICSD acting as International Federation and major event organization.
- Handled risk assessment, test distribution planning, result management, disciplinary procedures.

### **CRDP Member, United Nations, Geneva, Switzerland**

- Participated in dialogues between Committee and State party delegations on human rights promotion and protection.
- Analysed public documents related to State parties reviewed by Committee.
- Provided comments and suggestions to concluding observations on pressing thematic and country-specific human rights issues.

### **Event Coordinator, International Committee of Sports for the Deaf, Lausanne, Switzerland**

- Performed planning, delivery, financial monitoring for Deaflympics 2015/2017/2019, World Deaf Championships.
- Handled administration and logistics of international deaf sport events.
- Collaborated with local sports councils and national governing bodies.

# Bryan CHAN

Bilingual sports marketer with 7 years of experience in national sports federations, sports media and brands. All-rounded experience includes content creation, events management, media management, as well as video and live broadcast productions. Natural relationship-builder contributing with fresh ideas and can-do attitude.



## LANGUAGES

Chinese, English

## EDUCATION

Master of Arts in Communication,  
Hong Kong Baptist University,  
Hong Kong

Bachelor of Arts  
(Psychology, Media Studies),  
University of Auckland, New Zealand

## SPORTS

Rugby, Basketball, Baseball



## WORK EXPERIENCE

### Hong Kong Sevens Events Manager, Hong Kong Rugby Union

- Headed two editions of HK Sevens festival events, welcoming over 100'000 visitors per event week.
- Managed event budget of over USD 1 million in each edition.
- Managed over 20 corporate sponsors, 100 contractors and volunteers in each edition.

### Equestrian Affairs Marketing Officer, Hong Kong Jockey Club

- Managed and enhanced the department's presence within social media and traditional media.
- Initiated media interviews with athletes and doubled them in the past year.
- Led design process of an equestrian educational exhibition.

### Founder, Bryan Chan Media, Hong Kong

- Filmed, edited and produced video content for global clients (e.g., Manchester City FC, FIBA, ICC).
- Produced a mini docu-series which included 12 videos in 13 days in Rugby World Cup Qualifiers.
- Produced over 100 sports videos and livestreams for national sports federations (e.g., Hong Kong Rugby Union, Hong Kong Baseball Association, Hong Kong Triathlon Association).

### Cricket Promotion and Development Officer, Cricket Hong Kong

- Boosted social media following by 100 times within 1 year.
- Doubled the amount of media coverages from previous year.
- Organised 1st ever international ODI series and T20 Blitz tournament in Hong Kong.



# Claudia IBARRA REYNOSO



Human rights lawyer and former world amateur championship triathlete with over 6 years of experience organizing international capacity building programmes and awareness-raising events, as well as drafting international collaboration agreements. People-person known for managing multi-stakeholders in different scenarios and being an inspiring public speaker.

## LANGUAGES

Spanish, English, French,  
Italian (b)

## EDUCATION

Master in Human Rights,  
The Universidad Complutense  
de Madrid, Spain

Bachelor in Law, Tecnológico  
de Monterrey, Mexico

Certification in Environmental  
Governance & Policy Making,  
The Graduate Institute of  
Geneva (IHEID)

## SPORTS

Triathlon, Swimming, Equestrian



## WORK EXPERIENCE

### Associate Humans Rights Officer, OHCHR-UN, Geneva, Switzerland

- Analyzed, strengthened and accredited 14 human rights institutions to speak at the Human Rights Council.
- Create a tailored-made capacity building and technical cooperation training with institutions in Venezuela.
- Advised organizations for their compliance to the Paris Principles and other international standards.

### Director of International Cooperation, National Human Rights Commission, Mexico City, Mexico

- Drafted numerous agreements with the United Nations, the Inter-American System for Human Rights, and International NGOs.
- Planned and executed international events of 250 people to raise awareness or for training purposes.
- Successfully implemented technical cooperation & capacity building with national human rights commissions in South America and Africa.

### Head of Department of Public Policy and Compliance, National Autonomous University (UNAM), Mexico City, Mexico

- Obtained and implemented public grants on urban rescue and youth development projects through sports in dangerous neighborhoods.
- Co-drafted with NGOs the by-laws of the Law of Victims to be submitted to Congress.
- Co-organized with 50+ stakeholders the Civil Society Summit which included the participation of 200 NGOs.

### Junior Associate, Cervantes-Sainz Law Firm, Mexico City, Mexico

- Assisted in the creation of trust funds to protect endemic Mexican flora & fauna.
- Negotiated rental agreements.
- Incorporated international companies to be compliant in the Mexican market.

# Daniel DOS SANTOS



Multilingual project and account manager with more than 4 years of experience working in the sports industry and more than 10 years playing as an elite athlete at major football clubs such as SL Benfica. International experience and global background working in a diversity of roles and places in the world. Known for customer-centricity, work ethic and fast-learning.

## LANGUAGES

English, Spanish, French,  
Portuguese, Italian (b)

## EDUCATION

Bachelor in Science of  
Education, University of  
Dayton, United States

## SPORTS

Football, Tennis, Basketball



## WORK EXPERIENCE

### Project Manager, Coachbetter, Zurich, Switzerland

- Implemented from scratch a social media presence across 6 different channels to grow the business internationally, organically and through advertising.
- Produced and oversaw the content for the company's advertising campaigns reaching the best KPI's ever.
- Managed different account sizes in a B2B and B2C environment.

### Account Manager at Santos Insurances & Loans, Gland, Switzerland

- Helped generate more than 1 million CHF revenue over two quarters.
- Managed accounts for some of the most important Swiss banks such as Crédit Suisse and Cembra.
- Supervised more than 200+ accounts, business to consumer only.

### Marketing Specialist, FC Malaga City, Almuñécar, Spain

- Implemented a new CRM tool never used before by the organization and still in place today.
- Brought over 60'000 € of revenue in over 6 months of work, acquiring 12 new customers.
- Managed and oversaw the recruiting social media account to generate and convert new leads.

### Guest Support & Table Official at FIBA 3x3 tournament, Mies, Switzerland

- Provided first-hand support to guests and players during the tournament.

Olympian, World Cup medalist, multiple participant in European and World Championships with 20 years of experience in artistic gymnastics. Business graduate with experience in creating federation development concepts, sponsoring activations and motivational speeches.



## LANGUAGES

German, English, French (b)

## EDUCATION

Bachelor's Programme  
Management and Economics,  
University of Innsbruck, Austria

## SPORTS

Artistic Gymnastics,  
Mountainbiking, Athletics



## WORK EXPERIENCE

### **Austrian Olympic Committee, Selected Elite Athlete, Austria**

- Participated in the Tokyo Olympic Games 2020, Singapore Youth Olympic Games 2010 and European Youth Olympic Festival 2009.
- Selected athlete for the Digital Austria House marketing campaign; Olympic Torch Runner for the YOG 2012.
- Developed efficient training plans in cooperation with experts from sports science, nutrition and psychology.

### **Corporal/Sports Soldier, Austrian Armed Forces, Austria**

- Selected athlete for the Austrian top sports program.
- Awarded of the bronze military service medal.

### **Austrian Gymnastics Federation, Austria**

- World Cup Medalist, 2x European Championships Finalist, 6x Participant in World and European Championships.

- Negotiated sponsorship deals, including proposing activation campaigns. Supported with the recruitment of highly qualified trainers met while training in the gymnastics center in Amsterdam.
- Wrote a research paper on a touchpoint and customer journey analysis of a regional gymnastics association and drafting a concept for member acquisition.

### **Athlete Member, SV Pax Haarlemmermeer, Netherlands**

- Member of an international training group with Olympic athletes and Olympic coaches.
- Developed a close partnership between the Dutch and Austrian gymnastics federations, among other things by organizing joint training camps.
- Performed motivational speeches for young athletes.

# Eungyeong CHOI



Local government officer and Sport event professional with more than 20 years of experience in planning, international relations and workforce management gained in Bid & Organising Committees of Olympic Winter Games and Winter Youth Olympic Games. Passionate about youth development through sports and education.

## LANGUAGES

Korean, English

## EDUCATION

Master of Tourism  
Administration, George  
Washington University,  
United States

Master in Education,  
Korea University, South Korea

Bachelor in English Language  
& Literature, Ewha Womans  
University, South Korea

## SPORTS

Skiing, Skating



## WORK EXPERIENCE

### Head of Planning, Gangwon 2024 YOGOC, Gangwon, South Korea

- Responsible for establishing the Organising Committee and drawing its founding plan.
- Collaborated with IOC YOG Unit and national stakeholders, including government authorities, KSOC, NFs, and venues.
- Drew up baseline of the YOG Edition Plan, including the Games vision and mission, governance structure, legacy and sustainability plans.

### Project Manager, PyeongChang 2018 OCOG, PyeongChang, South Korea

- Responsible for workforce planning, position assignment, workforce policies, venue utilisation and scheduling.

- Collaborated with functional areas to arrange workforce demands/supplies for test events and Games.
- Supervised workforce on-site during the Games, improving working environment and making them happy.

### Project Manager, Event Planning, Gangwon Provincial Office, Gangwon, South Korea

- Responsible for organizing Dream Program (winter sports initiation project) for youth from the world.
- Liaised with Ministries of Korea, NOCs, and NFs to recruit and invite over 150 young people annually.
- Initiated "sports academy" concept to educate the values of sports and Olympism to kids and coaches.

# Francesco SABATINI

Professional sailor with over 15 years experience competing at international youth competitions, experiencing various roles in pro racing teams and working for a boat manufacturer. Passionate & knowledgeable about e-sports & IOC sustainability focus areas.



## LANGUAGES

Italian, English, Spanish (b)

## EDUCATION

Post graduate in Sport Management, University of Rome "Foro Italico", Italy

Bachelor in Physical Education & Sport, University of Rome "Foro Italico", Italy

## SPORTS

Sailing, WaterPolo, Skiing



## WORK EXPERIENCE

### Project manager, Planatech, Rome, Italy

- Developed brand identity and communication tools: social media, website, and direct marketing.
- Performed a competitor analysis in order to design and launch an innovative boat.
- Coordinated and mediated between the various stakeholders involved in the boat development.

### Coordinator of the sports section, Green medicine, SIMOH Medical Group, Rome Italy

- Collaborated with the scientific manager integrating sailing into health, epigenetic and lifestyle.
- Collected and analyzed results within models related to biodiversity and individual health.
- Supported the team in understanding the value of sport in environmental and individual ecology.

### Club Swan Racing , Team Member & Managing Team, All around Mediterranean Sea

- Managed the organization and preparation of the boats for the international racing calendar, also performed as crew member on races.
- Provided support to develop the boats prototypes.
- Organized the delivery of the ordered boats to the clients on race location, also providing customer support.

### SportTherapy, Spazio Movimento, Rome, Italy

- Identified with the Board the mission of sport, relating to prevention and social promotion.
- Identified with the scientific board strategies for inclusion, social integration on sport issues.
- Facilitated the interactions and information flow with the team, supporting the management in developing projects .



# Jai KAPOOR



## LANGUAGES

English, Hindi, French (b)

## EDUCATION

Bachelor in Information  
Technology, Maharshi  
Dayanand University Rohtak,  
India

## SPORTS

Football, Badminton,  
Athletics

Software Engineer with 7 years of experience in technology and education sectors, both in technical and customer-servicing roles. Football blogger with twice playing experience at regional youth elite level, keen to learn and at ease in cross-cultural environments.



## WORK EXPERIENCE

### Tech QA Support Scholastic India, Gurgaon, India

- Fixed technology issues faced by international customers of this US online youth education platform.
- Set up the environment to enable the automation of bugs' fixing process.

### Senior Implementation Analyst, Mercer, Gurgaon, India

- Hired by technology consulting firm to help this US health insurance company deal with increased customer requests concerning the online subscription platform.
- Selected by the management to take the lead of a 30-QA analysts in charge of troubleshooting issues faced by clients worldwide.

- Set up the test environment and processes from A-Z, maintained RCA for every release, prepared summary reports and lesson learnt documents for the management.

### Mobile QA Lead, Zinier, Bangalore, India

- Was one of the founding team members of this start-up offering a cloud-based platform helping enterprises efficiently track and manage ground operations and communicate effectively with a large, dispersed workforce.
- Hired as SW Quality engineer and promoted to Mobile QA lead.
- Received a project award after successfully developing a deferred media upload technology.

# Jeong Su JANG



Effective problem solver, team worker, and a voracious learner. 6+ years of international experience working in operations management in the Sports industry, mostly with National Federations. Specialized in planning and implementing global solidarity programs designed to provide training and sponsorship for the underprivileged.

## LANGUAGES

Korean, Spanish, English

## EDUCATION

Bachelor in Business  
Administration, Paichai  
University, South Korea

## SPORTS

Cycling ,Extreme Sports,  
Aquatic Sports



## WORK EXPERIENCE

### Coordinator, Korea Boccia Federation, Seoul, South Korea

- Provided administrative assistance to over 500 national Boccia players.
- Attended and translated official board member meetings on quarterly basis.
- Supported with education programme for coaches and judges.

### Researcher, Korea Institute of Sports Science, Seoul, South Korea

- Provided assistance on research studies titled:  
"A Study on Introduction of Safety Device for Outdoor Exercise Equipment."  
"Improvement of the Designation System for the Producers of Excellent Sports Equipment."

### Director, EAR Holdings Co, Seoul, South Korea

- Negotiated exclusive distribution for Korea with the UK headquarter.
- Initiated and introduced a new training method that is more scientific and effective by directly operating a training center.

### Operation Manager, Korea Cycling Federation, Seoul, South Korea

- Designed an international programme to train and sponsor cycling events for Official Development Assistance (ODA) purposes through World Cycling Centre-Korea.

5 years of experience in international sports. Organizing committee member of multiple international sports events, including FINA World Championships, Summeruniversiade, and Taekwondo Championship. Sports manager of a local multi-sports club. Passionate for youth sports. Known for being a strong mediator and educator.



## LANGUAGES

Korean, English

## EDUCATION

Master in English Education,  
Josun University, South Korea

Bachelor in English, Josun  
University, South Korea

Bachelor in Physical Education,  
National Institute for Life long  
Education, South Korea

## SPORTS

Taekwondo, Golf, Fitness

## WORK EXPERIENCE

### **Manager, Gwangju Wide Sports Club, Gwangju, South Korea**

- Designed a membership league and managed 20+ sports programs, 60+ youth athletes and 1'500+ members.
- Successfully passed annual regular audit and governmental grant audit through efficient accounting.
- Negotiated and facilitated MOU with Dong-Du district office and led all marketing efforts to grow the business.

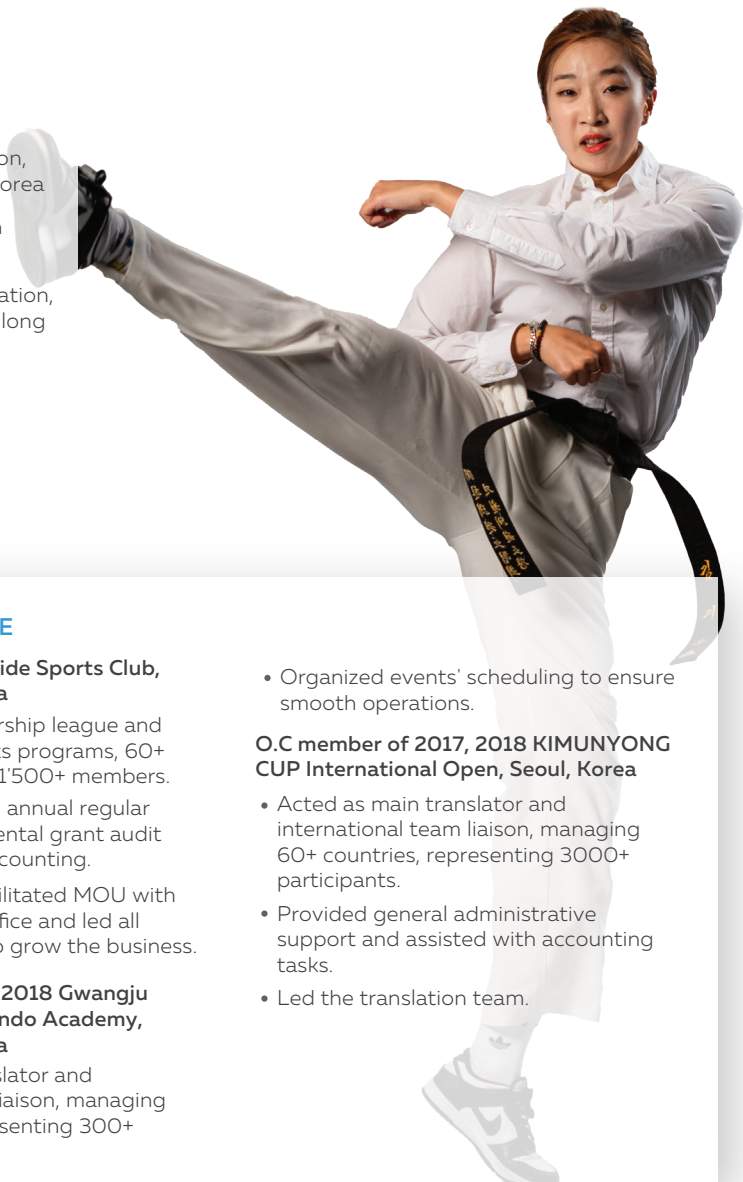
### **O.C member of 2017, 2018 Gwangju International Taekwondo Academy, Gwangju, South Korea**

- Acted as main translator and international team liaison, managing 13+ countries, representing 300+ participants.

- Organized events' scheduling to ensure smooth operations.

### **O.C member of 2017, 2018 KIMUNYONG CUP International Open, Seoul, Korea**

- Acted as main translator and international team liaison, managing 60+ countries, representing 3000+ participants.
- Provided general administrative support and assisted with accounting tasks.
- Led the translation team.





# Kevin FULGHAM

Policy and Project Innovator with experience and passion for emerging technology, improved governance, and social impact in sports. Continuous learner and avid volunteer, currently involved with LA2028 fan engagement team.



## LANGUAGES

English, French (b)

## EDUCATION

MBA in Business Administration and Management, Quantic School of Business and Technology, United States

Bachelor in Political Science, Media Studies, Minor in Public Policy, University of California, Berkeley, United States

## SPORTS

Rowing, Ice Hockey, Motorsport



## WORK EXPERIENCE

### Practice Manager, Mission District Therapy, San Francisco, USA

- Improved business operation to insure practice solvency and no employee layoffs during Covid-19.
- Expanded practice from traditional sports into eSports and artistic performance.

### Co-Founder, BackFromTheEdge, Berkeley, USA

- Developed counter-terrorism video game, focused on educating youths about peer radicalization.
- Recognized as Global Top 12 Product at Peer2Peer Challenge, sponsored by U.S. Department of State.

### Intern, U.S. Department of State - Global Engagement Center, Washington DC, USA

- Developed counter disinformation /propaganda skills training for independent global media actors.
- Designed capacity assessment tool measuring an organization's resilience to disinformation.

### Product Development Intern, Bracket Bingo, Durham, USA

- Redesigned product refocusing on usability and gamification through new social ranking strategy.
- Conducted user interviews with key demographics on current and potential UI/UX and product features.

Over 5 years' experience in Anti-doping work, such as education material development and result management administration. Former staff of 2016 Women's Baseball World Cup. Intuitive problem solver and continuous learner.



## LANGUAGES

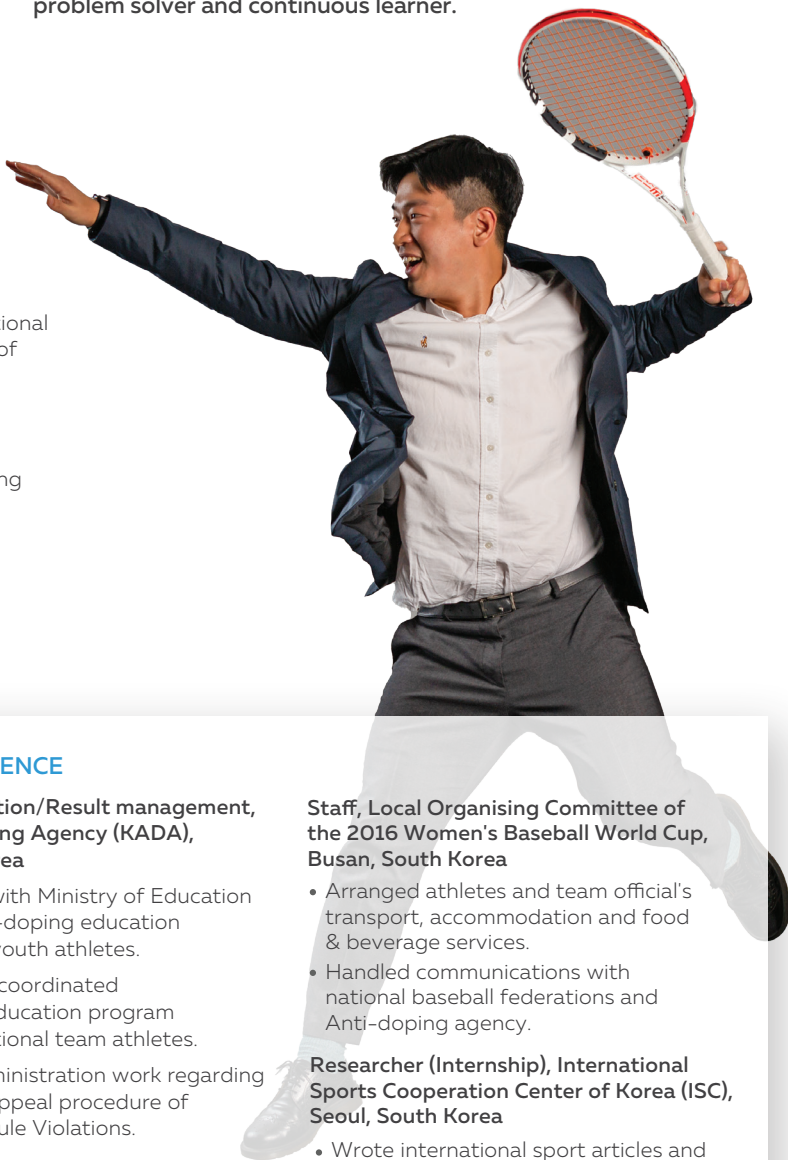
Korean, English

## EDUCATION

Bachelor in Physical Education & International relations, University of Seoul, South Korea

## SPORTS

Tennis, Football, Skiing



## WORK EXPERIENCE

**Manager, Education/Result management, Korea Anti-Doping Agency (KADA), Seoul, South Korea**

- Collaborated with Ministry of Education to initiate anti-doping education programs for youth athletes.
- Designed and coordinated Anti-doping education program specific for national team athletes.
- Dealt with administration work regarding Hearing and Appeal procedure of Anti-doping Rule Violations.

**Staff, Local Organising Committee of the 2016 Women's Baseball World Cup, Busan, South Korea**

- Arranged athletes and team official's transport, accommodation and food & beverage services.
- Handled communications with national baseball federations and Anti-doping agency.

**Researcher (Internship), International Sports Cooperation Center of Korea (ISC), Seoul, South Korea**

- Wrote international sport articles and newsletters in Korean.
- Assisted the operation of international sports forum jointly held with the World Taekwondo.

# Léa SPRUNGER

OLY

12 years professional Track and field athlete. Olympian, double European Champion and world finalist. 5 years head of a road race welcoming more than 2000 runners each year. Known as a strong relationship builder, with the ability to federate a team towards a common project.



## LANGUAGES

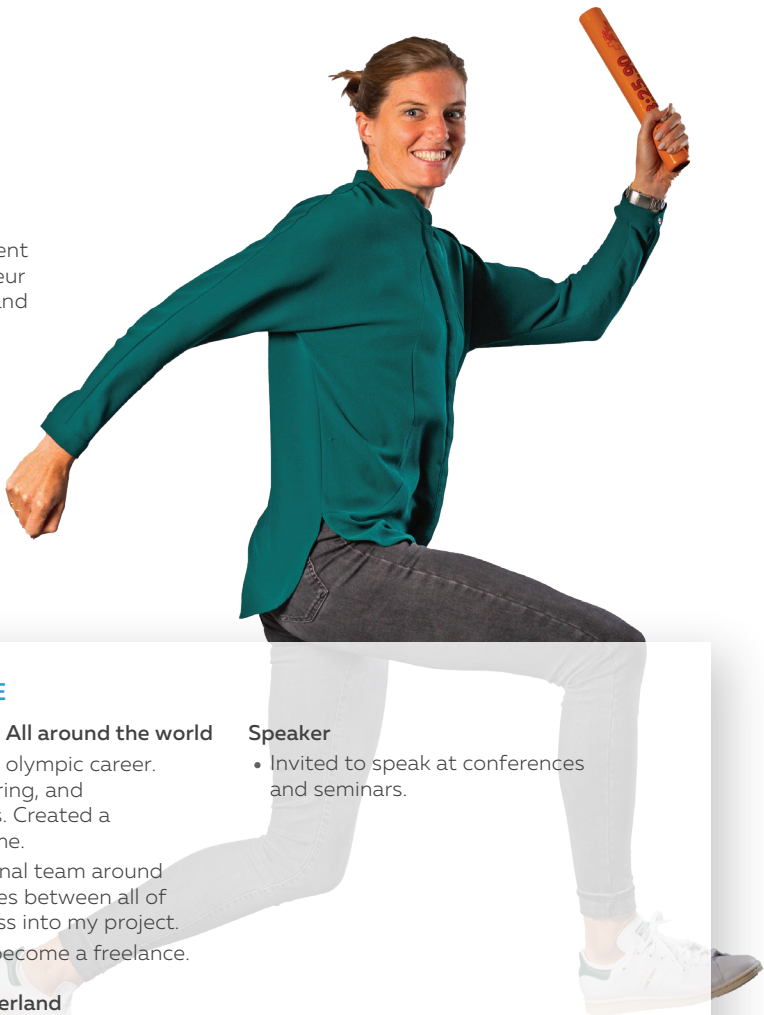
French, English, German,  
Swiss German

## EDUCATION

Bachelor of Art Management  
& Marketing, Ecole Supérieur  
de Management, Switzerland

## SPORTS

Track and Field



## WORK EXPERIENCE

### Professionnal Athlete, All around the world

- Managed a personal olympic career. Developed sponsoring, and communication skills. Created a brand out of my name.
- Built a cross-functional team around me. Created synergies between all of them to bring success into my project.
- Developed skills to become a freelance.

### Speaker

- Invited to speak at conferences and seminars.

### Event manager, Switzerland

- Created a new event from a blank page, which attracted more than 2000 runners yearly.
- Developed management skills dealing with authorities, volunteers and the whole staff.
- Supervised around 250 volunteers.

# Lisa GETZ



CSR professional with 13 years of experience creating and maintaining a global donor base and operating programs with a focus on youth and development in Asia and Africa, including 10 years of experience in China with multiple international NGOs. Avid trail-runner and cyclist passionate about leading community athletic activities, especially those contributing to the development of youth in general and deprived children.

## LANGUAGES

English, Chinese, Spanish (b)

## EDUCATION

Master in International Development and Economics, American University, United States

Master in Chinese Economy, Renmin University of China, China

Bachelor in Communications, University of Wisconsin, United States

## SPORTS

Ultra-trail Running, Marathon, Triathlon



## WORK EXPERIENCE

### Director, Save the Children, Beijing, China

- Established relationships with key stakeholders to secure a multi-million dollar portfolio of programme funding to support the most marginally deprived children in 11 provinces in China.
- Served on the Management Team and conducted donor mapping exercises to maintain a funding portfolio for 5 thematic areas in accordance with the Country Strategic Plan.
- Collaborated with and assessed the viability of pre-selected Chinese partner organizations, and conducted in depth vetting of international funders with competing strategies.

### Program Manager, United Way Worldwide, Alexandria, Virginia

- Managed multi-million dollar portfolio of 45 corporate and individual donors in their facilitation of international grants in 75 countries, focus on China and East Asia, and Sub-Saharan Africa.
- Cultivated relationships with multiple stakeholders including NGOs, Fortune 500 companies, and employees, ensuring satisfactory community engagement opportunities.
- Identified global programming opportunities in line with MNCs' global missions.

# Nominzul KHUYAG

Expert in Athlete Career Transitioning programme and experienced event organizer with 9 years of experience, including 2 years in inclusive community building with Special Olympics. International volleyball referee passionate about talent development and spectator engagement.



## LANGUAGES

Mongolian, English,  
Korean (b), Russian (b)

## EDUCATION

Master in Sports Management,  
Seoul National University,  
South Korea

Bachelor in Accounting and Finance,  
Mongolian University of Life Science,  
Mongolia

## SPORTS

Volleyball, Football



## WORK EXPERIENCE

### **Executive Director, Ninja wolves sports foundation, Ulaanbaatar, Mongolia**

- Created an athlete leadership development programme to help elite athletes with their career transition; designed the curriculum based on the IOC Athlete365 programme and selected instructors.
- Promoted the programme through podcasts' production, book publishing and social media, based on thorough research and market analysis.
- Developed & maintained relationships with board members as well as with potential state and private entities in order to identify funding opportunities; drafted high-quality proposals and grant requests.

### **Director of Sports, Special Olympics, Ulaanbaatar, Mongolia**

- Organized the first virtual event gathering 3 sports (Basketball, Gymnastics and Fitness), which attracted 60% new athletes from all around the country.

- Signed tripartite agreement between Government Sports Authority, Ministry of Labour and Social Protection, and Disabled Sports Committee to expand Special Olympics operations.
- Designed online based programme aimed at providing online education to coaches during the pandemic.

### **SME Banking manager, Khanbank, Ulaanbaatar, Mongolia**

- Maintained well-established relationships with high-net-worth individuals and entities.
- Managed new business development, negotiating, structuring, and monitoring all types of loans.

### **Freelance Event Manager and Planner, Ulaanbaatar, Mongolia**

- As a curator, organised various sports and hybrid business events without any technical issues, gathering over 30'000 attendees during the largest one.
- Led a team of over 60 staff members responsible for content creation, partnership, and event operations.

# Polina PETROVA

Investor relations manager and lawyer with over 8 years of experience in a multicultural environment. Skilled in fundraising and cross-border transactions. Avid sports fan, quick learner with commercial acumen.



## LANGUAGES

English, Russian,  
German (b), Spanish (b)

## EDUCATION

Bachelor in International Law,  
Russian Foreign Trade Academy,  
Russia

International Certificate in  
Corporate Finance, Columbia  
Business School Executive Education,  
United States

Negotiation and Leadership program,  
Harvard Law School Executive  
Education, United States

## SPORTS

Football, Figure skating  
Tennis

## WORK EXPERIENCE

### Head of Investor Relations, Wayray AG, Zurich, Switzerland & Moscow, Russia

- Played one of the key roles in raising ~\$100 million from top-tier investors.
- Developed guidelines for conducting Board and shareholders' meetings and prepared meeting materials.
- Set up and managed the Company's employee stock option plan.

### Legal Counsel, WayRay LLC, Moscow, Russia

- Provided legal advice on the Company's \$12 million Round B fundraising from a multibillion Chinese company.

- Supported conclusion of a \$20million+ exclusive agreement with a major supplier.

### Lawyer, MBG Impex, Moscow, Russia

- Drafted and negotiated several major distribution contracts.

### Junior lawyer, RTP Global, Moscow, Russia

- Provided legal advice on several investment transactions.
- Supported a portfolio company in litigation with a client.



# Prateek SINGHAL

Strategy Consultant and Data Scientist with 5+ years of international experience in Customer 360° management and analytics product development across US and European Markets. Fast thinker and keen team player known for providing quickly valuable insights and getting things organized.



## LANGUAGES

English, Hindi, French (b)

## EDUCATION

Bachelor of Technology in  
Chemical Engineering,  
National Institute of  
Technology Rourkela, India

## SPORTS

Cricket, Table Tennis, Golf



## WORK EXPERIENCE

### Senior Associate, PwC Polska, Warsaw, Poland

- Advised US telco company on brand partner prioritisation based on attractiveness, feasibility and strategic alignment.
- Increased revenue and market share for global retail and hospitality sector clients through customer segment prioritisation.
- Led a cross functional product team to translate ideas into early stage products in 4-6 weeks.

### Senior Associate, PwC US Advisory, Mumbai, India

- Built Reusable Analytical Components to increase project margins by reducing delivery time by 30%.

- Developed customer analytic modules like Campaign optimisation, CLV using Machine Learning and Big data capabilities.
- Designed MOOC developed in partnership between PwC & Coursera entitled Data Analysis & Presentation Skills: The PwC Approach.

### National Institute of Technology, Rourkela, India

- Organized Treasherlocked, an online 3 days quizzing event with more than 5000+ participants from 10+ countries.
- Administered a team of 100+ members in the technical club to facilitate smooth management of 20+ events.

# Sebastian PERI BRUSA



## LANGUAGES

Spanish, English, Portuguese

## EDUCATION

Bachelor in Business Administration, Business & Managerial Economics, Universidad de Buenos Aires, Argentina

Bachelor of Business Administration, University of New Orleans, United States

## SPORTS

Sailing, Kite Surfing, Road Cycling

Professional Sailor and Olympic Coach with 15 years of experience working with high performance racing teams, sailing federations and yacht clubs. Business Administration graduate with 2 years of experience in Business Strategy Consulting. Known for high quality services and drive for excellence.



## WORK EXPERIENCE

### **Pro Sailor and Olympic Coach, Peri Brusa Sailing LLC, Worldwide**

- Headed and coached the Swiss Sailing 470 Men Team at the Rio 2016 Olympic Games, finishing 9th overall.
- Coached the Swiss 470 Women team at the 2019 Enoshima Sailing World Cup event, finishing 5th.
- Started the Pro Sailing and Coaching activities at the age of eighteen, acquiring own clients and still running the business successfully.

### **Senior Associate Consultant, Strategy & Buenos Aires, Argentina**

- Designed and implemented a new organizational structure for a client in the financial sector.

- Developed and implemented a new customer value proposal for all client segments.
- Acquired a new foreign client and sold a project generating revenue for USD 125K, that contributed to get promoted faster than the standard career path.

### **Former Sailing Athlete for Argentina, ARG Sailing Federation, Buenos Aires, Argentina**

- 4x sailing World Champion in different classes.
- Silver Medal Pan-American Games, Rio de Janeiro 2007.
- 6x National Champion.



# Sharukh Jacob KOSHY



## LANGUAGES

English, Tamil, Malayalam,  
French (b)

## EDUCATION

Bachelor in Mechanical  
Engineering, Vellore  
Institute of Technology,  
India

## SPORTS

Football, Formula 1, Tennis

Business development professional with 6+ years of experience, establishing international partnerships and managing operations, 3 of which were dedicated to Education and Sport Development. Repertoire includes solid analytical & critical-thinking skills from an Engineering background.



## WORK EXPERIENCE

### Director – Emerging Markets, Aaron Sports Consulting, Chennai, India

- Scouted over 1000 kids in India, South East Asia and the Middle East for professional football development.
- Hired and led a team to setup operations in 3 cities in India and the Middle East, laying the groundwork for expansion to new locations.
- Created youth development programs with Academies in Portugal with talks to expand further in Europe underway.

### Director, Spartan Group of Schools, Chennai, India

- Primary in-charge of new project operations and liaison for state and central government authorities.
- Ideated and launched an online platform, taking the 3 schools from a brick and mortar setup, to an integrated holistic ecosystem – facilitating convenience for over 10,000 parents and children, and streamlining admin functions.

- Created a new stream of revenue for the Group by developing a brand presence online and devising lead generation campaigns.

### Assistant Manager, TVS Group, Chennai, India

- Led the Business Development team for South India, bringing in new business of over USD 1.6 Million.
- Spearheaded the Project Management Office at ASPIRE – a project in collaboration with McKinsey & Co. that doubled our Retail segment revenue across India in 12 months.

### Chief Operations Officer, Becoming I Foundation (NGO), Vellore, India

- Led a team of 100 + student volunteers to curate and execute a holistic curriculum for underprivileged children in 3 government schools.

# Shubham RUHELA

Critical thinker and relationship builder with over 6 years of varied international experience including sponsorship at a football club and innovation consulting. Awarded best research paper on e-sports in India.



## LANGUAGES

English, Hindi, French (b)

## EDUCATION

Bachelor in Physical  
Science, Delhi University,  
India

## SPORTS

Football, Formula 1, Athletics



## WORK EXPERIENCE

### **Sponsorship Associate, Chennaiyin FC, Remote, India**

- Researched and approached sponsors fitting the club's culture.
- Conducted negotiations and acquired new sponsors, selling spots on the team jersey.

### **Fellow in Residence, Ispirt, Bengaluru, India**

- Supported the think-tank in evangelization and content, resulting in extensive media coverage and digital infrastructure adoption.
- Conceptualised and managed end-to-end execution of 30+ workshops with CXOs of top Indian banks, fintech companies and government officials.

- Resulted in the foundation of Sahamati, an SRO, a collective of Indian banks and financial entities, to represent interests to the Government.

### **Account Manager, Touchdown Gurus, New Delhi, India**

- Provided innovation consulting services to Indian start-ups looking to expand abroad and foreign governments looking to invest in India.
- Part of the OC organizing a one-week global start-up competition in Portugal gathering entrepreneurs from over 60 countries.
- Managed end-to-end event execution for the launch of the Clean Air India program in collaboration with the Dutch Government.

# Xiaojuan LIU

Methodical event management and social media professional with 4 years of experience in the sports industry. Organized more than 20 marathon events, communicating and collaborating with local governments. Strong communicator known for patience and resiliency.



## LANGUAGES

Chinese, English

## EDUCATION

Master in Sports Humanities  
and Sociology, Beijing  
Sport University, China

Bachelor of Arts, Radio  
and Television Journalism,  
Yichun University, China

## SPORTS

Marathon, Orienteering, Fitness



## WORK EXPERIENCE

### Senior Event Manager, Beijing Rapid Sports, Beijing, China

- Organised more than 20 marathon events and some mini triathlon events.
- Recruited volunteers and medical staff, allocating tasks among them.
- Organized and trained all drivers for smooth transportation of volunteers and medical staff on the event day.

### Assistant Marketing Manager, Beijing Jiannong Sport Company, Beijing, China

- Negotiated with event organisers about sponsorship rights.
- Wrote articles to promote the brand which increased the number of followers by 100%.

- Sold sporty clothes via live streaming on Taobao, Tik Tok or some other platforms, which generated ¥100,000 per night.

### Activity Planning Manager, Beijing SportBank Company, Beijing, China

- Planned and promoted sport-related forums which accommodated about 200 people.
- Co-designed sport business courses for senior managers interested in the sport industry and invited national and international professors as lecturers.
- Organised the forums from A-Z (conference venue, hospitality, inviting guests, food & beverage...).



# CONNECT WITH OUR PARTICIPANTS TO JOIN YOUR TEAM

Contact the AISTS on +41 (0)21 692 64 80 or email [info@aists.org](mailto:info@aists.org)

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

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International Academy  
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**Quartier UNIL-Centre**  
Bâtiment Synathlon  
1015 Lausanne  
Switzerland

+41 21 692 64 80  
[info@aists.org](mailto:info@aists.org)  
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