

# CLASS OF 2025

## MASTER OF ADVANCED STUDIES IN SPORT MANAGEMENT & TECHNOLOGY

The World No. 1 Programme  
in Sport Management  
By Eduniversal since 2015

The AISTS MAS is co-signed by:

**CLASS OF 2025**

**MASTER OF ADVANCED STUDIES  
IN SPORT MANAGEMENT AND TECHNOLOGY**

## THE AISTS MASTER IN SPORT MANAGEMENT AND TECHNOLOGY

### A FULL-TIME PROGRAMME IN THE OLYMPIC CAPITAL

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

- Management and Business of Sport
- Sport Technology
- Sport Law
- Sport Medicine
- Sport Sociology
- Leadership and Career Development
- Client Team Project (Applied research project)
- Work Experience

### THE NO 1 PROGRAMME IN SPORTS MANAGEMENT WORLDWIDE

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

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

Participants are fluent in English, have a master's degree or a bachelor's degree and work experience, and are interested in developing or strengthening a career in sports management. In addition, they come from a wide range of nationalities and professions, and all have the same goal of becoming a future leader in sport.

## AISTS MAS WORK EXPERIENCE REQUIREMENTS

To graduate with a Master from AISTS, participants must succeed in all academic parts of the course and 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 2025 PARTICIPANTS

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AISTS Founders

## ABOUT THE AISTS

AISTS, the International Academy of Sport Management, offers a prestigious Master of Advanced Studies programme and a series of short continuing education programmes to develop sport management leaders. AISTS also offers Sport Advisory Services such as Sport Events Economic Impact Studies, Sport Sustainability Studies, Sport Equipment Testing and Compliance and Applied Research Projects for major sport organisations. With a network of over 700 alumni, 100 distinguished lecturers from top Universities, sport federations and partnerships with leading sport organisations like the IOC, we are shaping the future of sport leadership.

Based in Lausanne, the Olympic Capital, AISTS acts as a strategic connector in the world of sport, bridging academia and industry while promoting innovation and excellence in sport management globally.



**OUR FOUNDERS**  
Eight esteemed and world  
renowned organisations



**OUR NETWORK**  
700+ Alumni, 100+ experts,  
lecturers and professors

## AISTS MISSION

At AISTS we believe in the transformative power of applied research and education to make the world of sport better. We are driven by the conviction that comprehensive, multidisciplinary knowledge is essential for navigating the ever-evolving world of sport management and making the sport ecosystem more efficient.

AISTS cultivates excellence in sport leadership, accelerating our participants' careers, enabling leaders, and fostering the development of sport management on a global scale. Our mission is rooted in the belief that by bridging academic rigour with practical industry insights, we can elevate the entire sport ecosystem, ensuring sustainable development, driving success and professionalism, to meet the future needs of the industry.

## FROM THE FIELD

A few years ago, I was lucky to address the AISTS class at their graduation ceremony and I encouraged them to be the change they wanted to see in the world. This message is still valid for you today. You are the change we want to see in the world!

As we recently concluded Olympic Agenda, the Olympic Movement Strategic roadmap since 2015, and embark on a new journey with the IOC President-elect, Kirsty Coventry, our motto “change or be changed” is still valid.

Olympism is all about bringing positive change to the world!

Olympism has a unique power to unite people across borders, cultures, and backgrounds. The Olympic Games bring the world together in peace and showcase the best of athletic performance. They are about sport, and more than sport—there are a powerful platform to promote the best of humanity and drive sustainable development in host communities. We aim to make the most of it. We aim to minimize the Games’ footprint while maximizing social, economic, and environmental benefits for the host population.

The Olympic Games Paris 2024 has set the bar high as the first edition fully aligned with Olympic Agenda. With 95 per cent of venues either existing or temporary, the organisers reduced the event’s carbon footprint – cutting it in half compared to previous Games. Paris 2024 was an event that truly lived up to its emblem and its motto— “Games wide open”— inviting the population to be part of the experience. Marathon pour Tous welcomed the public to run the same course as Olympic athletes, while the Olympic Games made history by achieving full gender parity on the field of play. These Games were more responsible, more sustainable and more inclusive.

Looking ahead, the Olympic Winter Games Milano-Cortina 2026 will mark a historic first – the inaugural Winter Games fully organised and delivered under the principles of Olympic Agenda. These Games are setting a bold example for future sport events, with a strong focus on climate adaptation, community impact and sustainable development. By leveraging the region’s rich sporting legacy and local know-how,

the organisers are building upon the region’s sporting legacy, leveraging local expertise and spreading the Games across two regions, - minimising environmental impact while maximising local benefits.

Climate change is reshaping our environment, and is already affecting the very landscapes where we play, train and compete. Confronting this challenge requires a holistic approach— rethinking everything from energy to infrastructure, transportation, procurement, and catering. Sport is an enabler of the United Nations’ Sustainable Development Goals, and as future leaders in sport, your role is to integrate climate action, and sustainable development, into every facet of sports management.

New frontiers are emerging in the world of sport, such as artificial intelligence. In light of these developments, Olympic AI Agenda harnesses AI’s potential in supporting athletes and enhancing global accessibility of sport - echoing the Olympic spirit of solidarity and inclusivity. As technology transforms the sports landscape, the skills acquired in your MAS program will allow you to be key in this transformation.

As you walk through the streets of Lausanne—the Olympic capital—you are in the heart of innovation, surrounded by the very institutions and minds driving this change. MAS class of 2025, take this opportunity to think beyond the game, leveraging sport for the better. The future of sport is not just about competition—it is about transformation. And that transformation starts with you. Faster, higher, stronger - together.

**Marie Sallois**

Corporate and Sustainable Development Director  
International Olympic Committee



# AISTS MAS CLASS OF 2025 PROFILES



19  
MEN

11  
WOMEN

32  
AVERAGE AGE

# AISTS MAS CLASS OF 2025 TERRITORIES\*



21  
LANGUAGES

8  
AVERAGE YEARS  
OF EXPERIENCE

\*As a sport institution, AISTS follows the Olympic Mouvement territories recognition.

# PARTICIPANTS' PROFILES 2025

## TABLE OF CONTENTS 30 PARTICIPANTS

Anna Heller	14
Arshia Arora	15
Atta Guy Martial Aka	16
Augusto Perilli	17
Camila Carvalho, OLY	18
Canaan Pollock	19
Capucine Jelmi	20
Dianyu Danny Fang	21
Diptanil Bhowmik	22
Ekaterina Kuratova	23
Fabiola Romero	24
Ilya Pushkov	25
Ivan Privalikhin	26
Jiseok Hong	27
Jose Gonzalez	28
Kazuhiro Kobayashi	29
Kunal Karanjkar	30
Madeline Coquoz	31
Meet Harshadbhai Unadkat	32
Miriam Cernigliaro	33
Motoya Suzuki	34
Nicolas Domanig	35
Panagiotis Panagoulis	36
Qiyu Kelley Yang	37
Quentin Fantoli	38
Rémi Collet	39
Sahil Bishnoi	40
Suhwan Yu	41
Xiangyu Yvonne Dong	42
Xiaoxiao Zhang	43

## Anna HELLER



### LANGUAGES

English (native), French (A1)

### EDUCATION

Bachelor in Communications &  
Journalism, Texas A&M University, USA

### SPORTS

Swimming, Basketball, Running

Former elite swimming coach with 10+ years' experience developing high-performing athletes and teams at the Olympic and NCAA levels. Additionally, experienced in managing event and competition operations for smooth execution and outcomes. Passionate advocate dedicated to championing the voices of athletes and coaches.



### WORK EXPERIENCE

#### Assistant Swimming Coach, University of Arizona, Tucson, AZ, USA

- Coached 56 athletes to excel at the NCAA Championships, leading to the Men's & Women's programmes to finish Top-20 nationally for four consecutive seasons.
- Strategically led all aspects of annual global recruitment of student-athletes.
- Managed inventory & budget for all gear & training equipment for 80 team members.

#### Head Olympic Swimming Coach, Seychelles Olympic Committee, Tokyo 2020 Games, Tokyo, Japan

- Coached Seychelles National Record Holder & Olympian in the 100m & 200m backstroke events.
- Organised a comprehensive training programme in preparation for the Games.
- Worked with the Seychelles Swimming Federation & Seychelles Olympic Committee to strategize and execute logistics ahead of the Games.

#### Assistant Swimming Coach & Director of Operations, Southern Methodist University, Dallas, TX, USA

- Coached two student-athletes that won Conference Swimmer of the Year awards, mentored three Olympians and four NCAA qualifiers.
- Transitioned the programme to a new \$20 million Olympic-size facility & organised the venue's first major championship event.
- Spearheaded team operations of 40+ members, including logistics, team travel, events, communications, marketing, budgeting & global recruitment.

#### Volunteer Committee Member, David Heller Foundation, Scappoose, OR, USA

- Coordinate an annual auction that raises over \$250,000 each year for teen cardiac awareness.
- Helped the Foundation partner with Providence Heart Institute to open The David Heller Center for Hypertrophic Cardiomyopathy in 2022.
- Organised cardiac screenings for 42,000+ teens & donated 350+ portable AEDs to schools and sports teams.

## Arshia ARORA



### LANGUAGES

English (native), Hindi (native),  
French (A1)

### EDUCATION

Bachelor in Design,  
National Institute of Fashion Technology,  
New Delhi, India

### SPORTS

Football, Formula 1

Brand marketing & content specialist in the global retail industry, with 10+ years of experience in identifying consumer problems, solving them through user-experience design & communication. Founder of a women only amateur football community, passionate about using sport as a tool for personal leadership development for women.



### WORK EXPERIENCE

#### Senior Manager, Global Brand Experience Lenskart Solutions Pvt. Ltd., Gurugram, India

- Conceptualised marketing campaigns across all customer-facing channels i.e. website, social media and email marketing in order to increase engagement. The result of one specific campaign increased store footfalls by 66%, category growth by 70%, category revenue by 50% & new customer acquisition x2.
- Developed the go-to-market strategy for new brands and categories with a "consumer first" approach.
- Ideated and delivered impactful assets for brand campaigns & new product launches, collaborating with internal & external stakeholders; resulted in 10% increase in engagement on the platform.

#### Manager Content Strategist Reliance Retail Pvt. Ltd., Bengaluru, India

- Innovated and delivered new ways to discover content on the app, through human centric User Interface Design and communication.

- Collaborated with the UI/UX design team to improve the customer experience and navigation on the website.

#### Art Director Digital, House Of Anita Dongre, Mumbai, India

- Designed the User Experience for all the 4 brand websites owned by the parent company.
- Managed a team of 11 for image editing, video editing & copywriting.
- Directed & managed all cataloging- video, still photography & content.

#### Marketing & Creative Coordinator, KOOVs MARKETING CONSULTING PVT. LTD., Gurugram, India

- Designed UX features aimed to increase sales. Specifically, introduced a feature to showcase a 360 degree video capturing the movement and fit of the garments while shopping online, increasing the conversion rate from cart to checkout by 10%.
- Strategised and managed the weekly business marketing and creative content calendar.

## Atta Guy Martial AKA



### LANGUAGES

French (native), Romanian (C2), English (C1), German (A2), Italian (A1), Spanish (A1), Portuguese (A1)

### EDUCATION

Bachelor in Management, Faculty of Management, Bucharest Academy of Economical Science, Romania

Master in Business Administration and Entrepreneurship, Faculty of Business Administration in Foreign Languages, Bucharest Academic of Economic Studies

### SPORTS

Football, Formula 1, Volleyball, Swimming, Basketball, Ice Hockey, Athletics

### WORK EXPERIENCE

#### Team Leader, Telus International Europe, Bucharest, Romania

- Led a team of 15 members. Coached them according to an internal process called C.E.B (Customer Experience - Blueprint) in order to better support the customers of a Canadian telecommunication's company. Achieved highest target in August 2016.
- Managed the career path goals of my team members & evaluated their performance throughout the month.
- Answered to the calls of the customers side-by-side with my team members in order to lead by example.

#### Account Payable Team Manager, Societe Generale European Business Services, Bucharest, Romania

- Managed a team of 15 members and re-organised them according to their strengths in order to process the invoices of the group's vendors.
- Made meeting with the clients and suppliers of Société Générale Group, in order to set up performance evaluation of my team members.

Multilingual speaker, customer care and sales team manager with 10+ years of international experience with solid finance acumen. Bridge between Africa and Europe, acting as football player manager and media reporter.



#### Inside Sales District Manager, Automatic Data processing, Bucharest, Romania

- Prospected the territory of Paris & Île de France in order to acquire new customers to the SaaS HR service offered by the company.
- Developed and executed sale's strategies to target prospects; built a network of key decision makers in my territory.

#### Inside Channel Manager, Veeam Software, Bucharest, Romania

- Managed to close deals with my partners on the African French speaking countries (23 countries covered).
- Made business review with my partners on the territory for business continuity and KPI establishment for better evaluation of their activities.
- Participated physically in marketing activities in these countries, enabling platforms for my partners to easily connect with their prospects/customers.

## Augusto PERILLI



### LANGUAGES

Italian (native), Spanish (C2), English (C2), French (A2)

### EDUCATION

Master's Degree in Science and Technique of Sport, Università degli Studi Niccolò Cusano, Roma, Italy

Master's Degree in Sports Training and Nutrition, Escuela Universitaria Real Madrid, Universidad Europa, Madrid, Spain

Bachelor's Degree in Exercise and Sport Science, Foro Italico University of Rome, Italy

### SPORTS

Football, Basketball, Skiing

Trilingual expert in sports performance with 6 years of experience in the football and sport industry, including Real Madrid FC. Other skills include GPS data analysis and sales. Volunteering experience in event operations.



### WORK EXPERIENCE

#### Personal Trainer, Altafit LevelUp, Madrid, Spain

- Delivered personalised fitness programmes and rehabilitation sessions for clients, including youth players from professional teams such as Real Madrid FC and Getafe.
- Promoted and sold customised training programmes, contributing to increased client engagement and gym revenue.
- Implemented injury-prevention strategies to enhance performance and support long-term client success.

#### Strength & Conditioning, Rehab Coach and GPS Data Analyst, UD San Sebastian de Los Reyes, Madrid, Spain

- Designed and executed strength and conditioning programmes for first-team players competing in the Spanish football third division.
- Developed injury rehabilitation protocols to optimise player readiness and performance.
- Utilised GPS data analysis to track player metrics, enhancing workload management and injury prevention.

#### Strength & Conditioning, Rehab Coach and GPS Data Analyst, Real Madrid CF, Madrid, Spain

- Assisted in the development and implementation of strength and conditioning programmes for academy players.
- Conducted GPS data analysis to monitor player performance and optimise training loads.
- Supported rehabilitation processes, ensuring safe and effective return-to-play protocols for injured players.

#### Strength and Conditioning Coach, A.S.D. Magnitudo FCCG, Roma, Italy

- Designed and implemented strength and conditioning programmes for youth football players.
- Enhanced team performance metrics through structured training and fitness monitoring.
- Educated players on injury prevention and recovery techniques to support consistent performance.

## Camila CARVALHO



Olympic athlete and sport management professional with 12+ years of experience in governance, strategic planning, and project management in the sport industry. Expertise in fostering institutional transparency, promoting diversity and inclusion, and driving sustainable initiatives within sport organisations.

### LANGUAGES

Portuguese (native), English (C1), French (C1), Spanish (C1)

### EDUCATION

MBA in Marketing and Sports Management Trevisan, Business School, Brazil

Executive Masters in Sports Organisations Management (MEMOS VII),  
Université Catholique de Louvain / IOC

MBA in Strategic Management,  
Estacio de Sá University, Brazil

Bachelor's Degrees in International Relations & Political Science, University of Brasília, Brazil

### SPORTS

Rowing, Cycling, Swimming

### WORK EXPERIENCE

#### Special Project Manager, Brazilian Volleyball Federation - CBV Rio de Janeiro, Brazil

- Implemented initiatives promoting institutional governance and sport development, including ESG compliance.
- Designed and coordinated gender inclusion programmes, social projects, and career transition training for athletes.
- Drove the financial planning processes in collaboration with the Brazil Olympic Committee and public entities, ensuring workflows and compliance with public resource decentralisation legislation.

#### Administrative Director, Brazilian Triathlon Federation - CBTri, Brasília, Brazil

- Oversaw financial and administrative planning, coordinating Olympic and Paralympic Triathlon development.
- Executed sports events with an emphasis on governance, transparency, and stakeholder engagement.
- Acted as the main contact for communication with national and international stakeholders.

#### Sport Manager, Brazil Olympic Committee - COB Rio de Janeiro, Brazil

- Analysed the current sport scene.
- Managed financial and sport projects for National Federations using decentralised public resources.
- Coordinated logistics and operations for international events, including the Santiago 2014 South American Games, Toronto 2015 Pan American Games, Rio 2016 Olympic.

#### Olympic Rowing Athlete, Brazil

- Represented Brazil at the Beijing 2008 Olympic Games, competing at the highest and international level in rowing among the years 2005 and 2012.



## Canaan POLLOCK



High-performance expert with 15+ years of experience coaching Alpine skiing in Switzerland and USA. USA World Cup Coach and 2022 Beijing Olympic Men's SG/DH coach. Skilled in athlete development, team leadership, logistical management, sport performance, data analysis, and cultivating growth mindsets to drive elite results on and off the slopes.

### LANGUAGES

English (native), German (B2), Swiss German (B2)

### EDUCATION

Bachelor of Arts in Recreation Management & Tourism, Minor in Biology, Davis & Elkins College, West Virginia

### SPORTS

Skiing, MTB Biking, Whitewater Kayaking, KiteSurfing

### WORK EXPERIENCE

#### Programme Director, Snowshoe Mtn., Snowshoe, USA

- Developed a functioning sporting ecosystem between families, athletes, ski resorts, regional associations, universities, and local sponsors.
- Effectively restored the athlete pipeline, enabling athletes to qualify for university scholarships.
- Enhanced local awareness for club sponsorship.

#### Asst. Men's Coach, National Training Group, USA

- Played a pivotal role in the technical and tactical development and preparation of athletes for national and international competitions, contributing to measurable improvements at the Youth Olympic games.
- Identified and mentored up-and-coming athletes transitioning from FIS races and Europa Cup to the World Cup level.

#### Athletic Manager, Squaw Valley Ski Team, Olympic Valley California, USA

- Developed training programmes and managed 85 athletes over 5 different age categories.
- Supported the growth and advancement of multiple athletes who achieved selection to the USA National Team over a span of five years.

#### Asst. Men's World Cup SG/DH, Team USA

- Coached Bryce Bennett, guiding his development from the age of 18 through to the Alpine Skiing World Cup circuit, with his first World Cup victory in the Downhill event at Val Gardena in 2021.
- Determined the critical KPIs essential for assessing high performance factors that drive success on the FIS World Cup circuit.
- Developed and executed tailored training programmes, race strategies, and performance optimisation plans using data analysis. Enabled athletes to reach top 10 finishes and top results in the overall FIS World Cup standings in 2022.



## Capucine JELMI



### LANGUAGES

French (native), English (C1), German (B2)

### EDUCATION

Bachelor in Business Administration,  
Marketing specialist,  
Haute Ecole de Gestion ARC, Switzerland

### SPORTS

Gymnastics, Cycling, CrossFit



### WORK EXPERIENCE

#### International Sports Partnerships Project Leader, Tissot SA, Le Locle, Switzerland

- Crafted comprehensive 360° dedicated sport marketing plans to boost Tissot's brand visibility and desirability, ensuring alignment with the company's commitment to excellence.
- Managed partnership activations; oversaw budget, planning, and execution of sport marketing projects both domestically and internationally, including events like the Tour de France and the UCI World Championships.
- Negotiated, built and maintained relationships with key stakeholders such as ASO, OCA, RCS, UCI, and brand ambassadors like Primož Roglič.

#### International Sport Partnerships coordinator, Tissot SA, Le Locle, Switzerland

- Managed international sport marketing operations; oversaw budgeting, and activations for major events, notably the 2018 Asian Games in Jakarta, MotoGP, FIE and ITTF.

- Created compelling marketing materials reflecting Tissot's timekeeping innovation.
- Analysed sponsorship performance to optimise marketing strategies.

#### International indirect purchaser assistant, Tissot SA, Le Locle, Switzerland

- Built strong supplier relationships while also ensuring compliance and cost-effectiveness supplier management.
- Supported negotiations and reduced costs by analysing market trends.
- Enhanced efficiency in order processing and inventory control.

#### Professional rhythmic gymnast, FSG - STV Macolin, Switzerland

- Reached 5th position during the Olympic qualification test for London 2012.
- Reached 4th position during the World Championships in Montpellier 2011.
- Reached 8th position during the European Championships in Bremen 2010.

## Danny FANG



### LANGUAGES

Mandarin (native), English (C1), French (A2)

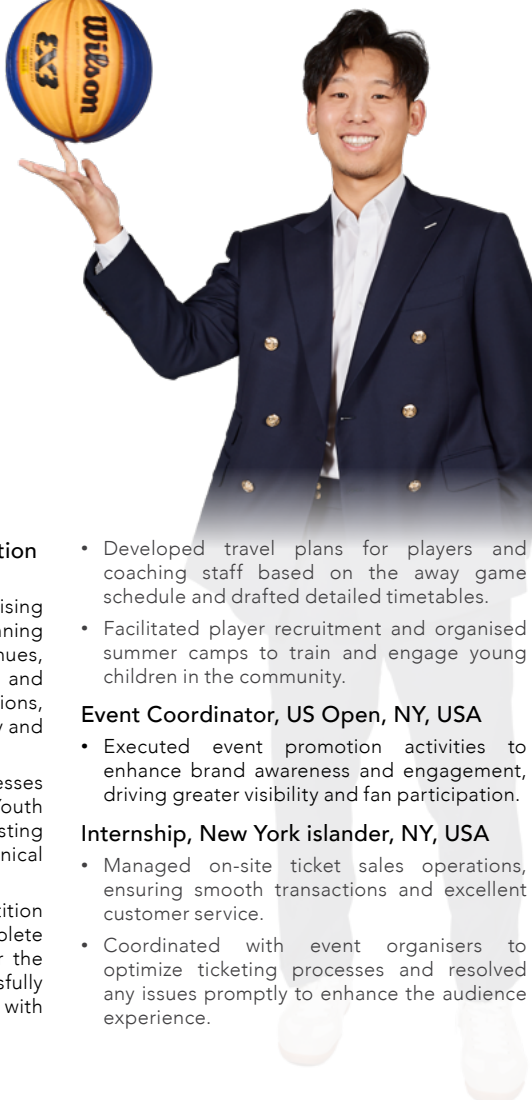
### EDUCATION

Bachelor of Information Technology,  
Tianjin University Renai College, China

Master of Sport Management, Adelphi University, USA

### SPORTS

Basketball, Tennis, Cycling



### WORK EXPERIENCE

#### Project Manager, China Sport Information Center, Beijing, China

- Assigned to 19th Asian Game organising committee. Oversaw IT infrastructure planning and operations for competition venues, trained 50 Venue Technical Managers, and ensured smooth Games-time IT operations, including Timing & Scoring, cybersecurity and spectrum management.
- Managed project planning, bidding processes and Game Results System for 3rd Asian Youth Games, ensuring successful software testing and hardware preparation with technical delegates.
- Coordinated closely with competition managers and technical delegates to complete homologation tests across 18 sports for the 6th Asian Beach Games, while successfully finalising Game Results Team projects with thorough documentation.

#### Assistant Basketball Coach, Adelphi University, NY, USA

- Supported practice development, organised daily training, and analysed game videos to secure a 12-game winning streak and top regional ranking.

- Developed travel plans for players and coaching staff based on the away game schedule and drafted detailed timetables.
- Facilitated player recruitment and organised summer camps to train and engage young children in the community.

#### Event Coordinator, US Open, NY, USA

- Executed event promotion activities to enhance brand awareness and engagement, driving greater visibility and fan participation.

#### Internship, New York islander, NY, USA

- Managed on-site ticket sales operations, ensuring smooth transactions and excellent customer service.
- Coordinated with event organisers to optimize ticketing processes and resolved any issues promptly to enhance the audience experience.

## Diptani BHOWMIK



### LANGUAGES

English (C1), Hindi (C2), Bengali (C2), French (A1)

### EDUCATION

Bachelor of Technology,  
Vellore Institute of Technology, India

PGP in Data Science and Engineering, Great  
Lakes Institute of Management, India

### SPORTS

Football, Formula 1, Tennis



### WORK EXPERIENCE

#### Strategy Consultant, Fractal, Mumbai, India

- Led cross-functional teams to drive market insights and growth strategies, ensuring 15% accelerated execution on average through Agile, driving automated workflows, resulting in signing 10+ projects and expanding operations across the EMEA region.
- Leveraging advanced analytics and decision science principles, presented strategic pricing recommendations via PowerBI to senior executives from P&G Switzerland for iconic brands like Gillette and Braun, influencing pivotal decisions and projecting an average 18% Q2Q revenue growth.

#### Senior Manager, Strategy & Planning, Zepto, Mumbai, India

- Collaborated closely with CXOs to establish 15+ KPIs, elevating organisational governance and addressing critical leadership needs, contributing to becoming the fastest-growing startup in India.
- Engaged with cross-departmental directors to build a dynamic planning model that

revolutionized organisational procurement strategy, achieving a \$5M cost optimization and 20% improvement in cross-functional efficiency within five months.

#### Growth & Expansion - Media & Sports, Quantiphi, Mumbai, India

- Advised Senior Partners on identifying growth opportunities worth \$10M+, addressing key expansion challenges, and building client pipelines, across international markets in media and sport.
- Leveraged data visualisation to create tools optimising key KPIs, enabling real-time project monitoring and streamlined execution, which reduced project turnaround time by 22%.

#### Sponsorship Strategy, BigHit Sports, Mumbai, India

- Collaborated with founders to design sponsor activations, boosting brand engagement for Bayern Munich Youth Cup.
- Led market research and crafted tailored sponsorship strategies for Bundesliga Dreams India, projecting 65% growth in partnerships.

## Ekaterina KURATOVA



### LANGUAGES

Russian (native), English (C1), Spanish (B1),  
French (A2)

### EDUCATION

Bachelor of Sports and Tourism Industry  
Management, Russian Presidential Academy of  
National Economy and Public Administration  
(RANEPA), Moscow, Russia

Master of Sport Administration, Russian  
International Olympic University (RIOU), Sochi,  
Russia

### SPORTS

Athletics, Triathlon



### WORK EXPERIENCE

#### Partnership & Sponsorship Officer, One Run International Half-Marathon (Remote)

- Established and designed partnerships and sponsorship agreements, aligning with organisational goals to deliver mutual benefits.
- Oversaw event organisation by coordinating with contractors and maintaining quality control.

#### Project Manager – Running Project “YourPace”, inDrive (Ride-hailing company), Almaty, Kazakhstan

- Collaborated with event organisers to execute social initiatives that positively impacted vulnerable communities in host locations.
- Oversaw project implementation, maintaining constant communication with contractors to ensure smooth execution.
- Managed communications and budgets, conducted post-implementation surveys, provided feedback, and collaborated with ESG to integrate impact data into the annual report.

#### Senior Manager – Organisation and Hosting of Sports Competitions, Russian Triathlon Federation, Moscow, Russia

- Assisted in developing and approving the annual competition calendar while ensuring federation branding standards at all events.
- Oversaw event organisation by coordinating closely with contractors and stakeholders.
- Developed concepts and facilitated communication with regional triathlon federations to deliver a flagship triathlon project.

#### Product Manager, Hero League (Russia's largest organiser of mass sports events), Russia

- Annually planned and organised a virtual race with 3000+ online participants.
- Contributed to enhancing the user experience (UX) by incorporating insights into the event's promotional campaign on social media, optimising engagement and audience interaction.

## Fabiola ROMERO



Digital Communication and Advertising Consultant with 10 years of experience dedicated to sport event communications. Crafting strategies that foster engagement, amplify brand presence, and inspire active lifestyles. Blending creativity, strategy, and community-building expertise.

### LANGUAGES

Spanish (native), English (C1), German (A1)

### EDUCATION

BA in Communications and Advertising,  
Peruvian University of Applied Sciences, Lima, Peru

Digital Marketing Management Specialisation,  
Pacífico Business School, Lima, Peru

Advertising Strategic Planning Specialisation,  
Miami Ad School, Buenos Aires, Argentina

### SPORTS

Running, Cycling



### WORK EXPERIENCE

#### Communications Manager, Peru Runners, Lima, Peru

- Developed and executed impactful digital campaigns for Peru's leading running events organisation, inspiring active lifestyles and fostering brand partnerships with top brands like adidas, Nike, Garmin, Kia, Asics, and Gatorade.
- Boosted event attendance by 90% and increased recurring participants by 75% through innovative communication strategies.
- Successfully transitioned to virtual and hybrid events during the pandemic.

#### Social Media Consultant, Cien Pies Producciones, Lima, Peru

- Successfully delivered comprehensive digital marketing solutions that elevated brand presence and drove meaningful engagement across multiple platforms.
- Achieved a 64% increase in registrations for the Shell Technology Forum 2021 with a multi-country campaign.

- Created engaging social media content tailored to diverse audiences, enhancing event visibility and participant engagement.
- Increased engagement for "Perú Sostenible Forum" by 40% annually through targeted and interactive content.

#### Communications Teacher, Sport Management Programme of PUCP, Lima, Peru

- Played a key role in the first and second editions of the Specialisation Programme in Sports Event Management, shaping future professionals in the sport industry.
- Delivered specialised instruction on crafting effective communication plans tailored to the unique needs of sports event organisation.
- Empowered students with practical knowledge and tools in social media communications, internal and external communications, and strategic planning.

## Ilya PUSHKOV



Accomplished financial and data management professional with 15 years of experience in an international organisation with a particular passion for sport data analytics. Proficient in delivering data integration and reporting projects as part of project teams of any size in multicultural environment.

### LANGUAGES

Russian (native), English (C2), French (C1), Spanish (B1)

### EDUCATION

Bachelor of Science in Banking and International Finance, City University, London, UK

Master of Science in Finance,  
Bayes Business School, London, UK

Certificate in Sports Analytics, Northwestern University, Chicago, USA (On-line)

Certificate in Data Science and Machine Learning: Making Data-Driven Decisions, MIT Institute for Data, Systems, and Society, Cambridge, USA (On-line)

### SPORTS

Basketball, Ice Hockey, Football



### WORK EXPERIENCE

#### European Bank for Reconstruction and Development, Associate Director, Portfolio, Equity Portfolio Management Unit, London, UK

- Headed Analytics division responsible for the quality control of data input and output. Supervised quarterly equity mark-to-market valuation procedure. Developed new benchmark portfolio reporting framework for CEO, senior and risk management. Designed business specifications and launched 10+ reports.
- Demonstrated strong leadership and mentoring skills by formally cross-training 12 new joiners on all aspects of data and reporting.

#### European Bank for Reconstruction and Development, Post-graduate position, Private Equity Funds Team, London, UK

- Successfully systematised, reconciled and improved accuracy of significant amount of data.

- Participated in investment committee meetings and wrote Fund Managers' assessment notes.
- Assisted in the development of in-house equity funds cash flow forecasting models.

#### Volunteering experience, Various international sports events, Lausanne, Switzerland

- Communication Team at THE SPOT - ThinkSport.
- Report Writer at smartcities & sport; produced final report summarising two-day event consisting of presentations, panel discussions and brainstorming challenges.

## Ivan PRIVALIKHIN



### LANGUAGES

Russian (native), English (C1), French (A1)

### EDUCATION

Specialist degree in Cryolithology and Glaciology, M.V. Lomonosov Moscow State University, Faculty of Geography, Russian Federation

Master degree in Cryolithology and Glaciology, M.V. Lomonosov Moscow State University, Faculty of Geography, Russian Federation

### SPORTS

Boxing, Football, Basketball, Ice Hockey



### WORK EXPERIENCE

**Chief of the department (Geology), Project Manager, LCC Project Company "GSP", Moscow, Russian Federation**

- Managed department operations, collaborating with other functional departments, clients, and government regulatory bodies. Expanded the team from 7 to 20 engineers and achieved an average annual profit growth of 15%.
- Successfully delivered over 110 projects, including the construction of sports facilities and the restoration of iconic landmarks, with a strong focus on quality assurance and meeting deadlines.
- Developed and launched an internship programme for students within the company, with 4 out of 12 interns becoming regular staff members.

**Engineer-Geologist, Chief Geologist, LLC Research and Production Enterprise "Vadisgeo", Moscow, Russian Federation**

- Promoted from Junior Technical Engineer to Chief Geologist within two years.
- Implemented sustainable risk assessment matrix section for over 45 projects. Carried out engineering calculations using specialised software such as PLAXIS and AutoCAD for more than 60 projects. Prepared cost estimates for potential projects under commercial offers.
- Developed and delivered presentations on various project stages for the company's top management and external stakeholders.

Project Manager & Engineer with 10+ years of experience in the construction industry. Led multidisciplinary teams and delivered complex projects under strict deadlines. Amateur boxer with sports events volunteering experience.

## Jiseok HONG



### LANGUAGES

Korean (native), English (native), Japanese (C1), French (A1)

### EDUCATION

Bachelor of Physical Education, Korea National Sport University, Korea  
Nagoya International School, Japan

### SPORTS

Football, Baseball, Running, Tennis



### WORK EXPERIENCE

**Photo Supervisor, Paris 2024 Organising Committee, Paris, France**

- Oversaw construction, deployment, and management of photographers' positions in the sport climbing venue.
- Managed photographers' work areas and operations during events.
- Led scheduling, training, and volunteer management for the venue's Photo Operations Team.

**Media Manager, Gangwon 2024, Youth Winter Olympic Organising Committee, Gangneung, Korea**

- Handled media inquiries, ensuring timely resolutions and strong relationships.
- Developed and distributed media guides detailing competitions, facilities, and services.
- Issued and managed guest passes for the Main Media Center to ensure secure access.

**Developing Countries Team Manager, Korea Modern Pentathlon Federation, Seoul, Korea**

- Supported foreign athletes' adaptation and ensured smooth competition & training through schedule management and communication.

**International Relations Specialist, Korea Waterski Wakesports Association, Seoul, Korea**

- Acted as liaison between the International Waterski & Wakeboard Federation (IWWF) and Asian Federation for event organisation.
- Led international exchange programmes to strengthen Korea-China-Japan sports relations.
- Organised seminars for referees, inviting the WakeSurf International Referee Chairman to internationalize 25 domestic referees.

A trilingual expert in international media operations and sport management with a foundation in Physical Education. Bringing broad experience working with NOC, IF, NF & Olympic & Youth Olympic Organising Committees. Passionate about leveraging the power of sport to make the world a better place.

## Jose GONZALEZ



### LANGUAGES

Spanish (native), English (native), French (B1), Portuguese (B1)

### EDUCATION

Bachelor in Financial Administration, Monterrey Institute of Technology and Higher Education, Mexico

Finance international semester, The Royal Melbourne Institute of Technology, Australia

### SPORTS

Football, Tennis, American Football



### WORK EXPERIENCE

#### Nu Bank – Senior Business Analyst Mexico City, Mexico

- Conducted in-depth data analysis on client behavior and risk to develop optimised credit limit policies, leading to improved financial product performance and increased company revenue and exposure.
- Enhanced strategic decision-making by creating advanced Python and Scala tools, datasets, and components.
- Mentored junior analysts, fostering professional growth and technical proficiency.

#### ENAV Offshore – Financial Planning Manager, Mexico City, Mexico

- Designed financial models for project valuations, vessel acquisitions, and sales, driving strategic investments.
- Delivered performance analyses and dashboards for C-level executives and investors, including a Private Equity fund.
- Developed budgeting and forecasting models for P&L and cash flow, enabling data-informed decisions.

#### MD Partners – Senior Financial Analyst, Mexico City, Mexico

- Provided "CFO as a Service" solutions, including forecasting, performance reporting, and strategic planning for diverse industries, including sport.
- Built detailed financial models and dashboards, presenting actionable insights to executive clients.
- Maintained seamless communication with stakeholders across all organisational levels and departments, including finance, sales, marketing, operations, and HR among others.

#### Deloitte – Transfer Pricing Consultant, Mexico City, Mexico

- Conducted transfer pricing studies to ensure compliance with tax regulations for multinational clients, including PepsiCo and Fermaca.
- Delivered economic studies and prepared tax declarations, driving compliance and risk mitigation.

## Kazuhiro KOBAYASHI



### LANGUAGES

Japanese (native), English (C1), French (A1)

### EDUCATION

Bachelor of Arts, Major in Mass Communication, Seijyo University, Japan

### SPORTS

Surfing, Football, Baseball



### WORK EXPERIENCE

#### Strategic Partner Manager, YouTube, Tokyo, Japan

- Managed a major Japanese TV network that broadcasts the WBC, launching Japan's 3rd most-watched video in 2023.
- Co-hosted media training with the JOC for 140+ elite athletes, teaching them how to engage fans on YouTube.
- Delivered 4 YouTube content production training programmes to 200+ attendees from various sport organisations.

#### Sport Business Development Manager, Google, Tokyo, Japan

- Launched Google's Sport Business Team from the ground up, securing Google's first-ever Olympic sponsorship at Tokyo 2020.
- Using a data-driven approach, developed and executed marketing strategies for major sporting events and global activations for worldwide sponsors.
- Launched first-ever official media sponsorships on YouTube for events including the Rugby World Cup and the FIFA Women's World Cup.

#### Senior Agency Lead, Google, Tokyo, Japan

- Partnered with C-level executives to drive digital transformation at a leading advertising agency.
- Drove revenue growth through brand impact analysis and a major video creative study with a leading advertising agency in Japan.
- Strategically planned the use of a cutting-edge automation beta feature for digital agencies, achieving top usage in APAC.

#### Group Manager, Advertising Sales, Excite Japan, Tokyo, Japan

- Successfully transitioned traditional media campaigns to digital platforms through collaborative pitches with a digital agency.
- Developed and executed an integrated media promotion plan for a record-breaking project.
- Led the launch of a successful media renewal project, collaborating with cross-functional teams.

## Kunal KARANJKAR



### LANGUAGES

Marathi (native), English (C2), Hindi (C2), French (A1)

### EDUCATION

Bachelor's Degree in Engineering, Institute of Engineering and Technology - DAVV, India

### SPORTS

Cricket, Badminton, Tennis

Sport marketing professional with 9+ years of experience across India and Estonia. Expertise in stakeholder collaboration and executing 360° digital campaigns that drive fan engagement for federations, leagues, and teams. Passionate about connecting audiences with sport through data-driven marketing.



### WORK EXPERIENCE

#### CRM and ASO Manager, Lingvist Technologies OÜ, Tallinn, Estonia

- Boosted app conversion rate to paid subscribers by 30% through optimised lifecycle communication strategies (Emails, Push notifications, In-app messages).
- Improved app's organic downloads by 22% via targeted App Store Optimisation, on Google Play Console & App Store Connect.

#### Social Media Manager, Yolo Group, Tallinn, Estonia

- Collaborated with influencers to create fan-centric content (owned, paid and earned) during UEFA EURO 2024, increasing social media visibility by 25%.
- Elevated the social media presence by strategic collaborations on partner channels such as Newcastle United FC, Arsenal FC, and Evil Geniuses.

#### Product Content and Communications Manager, FanCode, Mumbai, India

- Led lifecycle communication strategies (Email,

Push notifications, SMS, In-app) to drive engagement and grow subscriptions for the official digital streaming partner of NBA, NFL, MLB, & Bundesliga in India.

- Aligned brand's content and communication strategy by collaborating with cross-functional teams (Design, Tech, Product, Operations, and Partnerships).
- Conceptualised and executed a cricket video series featuring experts & exclusive interviews with international cricketers, garnering over 100,000 views.

#### Associate Manager, NA Sportz Interactive Pvt Ltd, Mumbai, India

- Led a team of 8 social media professionals managing content for 5 global sport brands, across Cricket, Football, Kabaddi, Badminton, and Athletics.
- Produced on-ground digital content for major global sporting events in India.
- Developed a tailored content strategy for UEFA's Facebook channel targeting Indian audiences, boosting local engagement through localised content.

## Madeline COQUOZ



### LANGUAGES

French (native), English (C1), German (B2), Spanish (B1)

### EDUCATION

Bachelor, Sciences in Management, HEC Lausanne, CH

International Baccalaureat, Plymouth College, UK

### SPORTS

Diving

HEC graduate and former international diver with 15 years in elite sport, as athlete. Bringing solid organisation, from anticipating details to operations, & people skills, demonstrated as Workforce Coordinator at Paris 2024, plus digital and onsite activation skills as Brand Ambassador.



### WORK EXPERIENCE

#### Admin & Workforce Coordinator, Paris 2024 Olympic Games Organising Committee, Paris, France

- Coordinated and primer point of contact of 90 volunteers, ensuring onboarding, compliance and issue resolution, a magical human experience requiring strong leadership and communication.
- Crafted bilingual educational content on digital platform in collaboration with venue, medical and security team.
- Scheduled logistics of calendar, transportation and meals combined with attendance and post-event analysis.

#### Freelance Speaker on the realm of elite athlete

- Storytold on mental health, career transition and risk awareness.
- Cultivated confidence on public speaking.

#### Elite Diver, Swiss Aquatic Diving, Fribourg, Switzerland

- Selected for Swiss Olympic Projects, participated in more than ten World Championships, won twenty-eight National titles.
- Named ethics representative for Lausanne Aquatique, creating a bridge between athletes needs in terms of training, competition and mental load, and staff members.
- Awarded by FINA scholarship for student-athlete, Fribourg Canton's Young Athlete Merit, and various sponsorship contracts.

#### Brand Ambassador, Shark Rebellion, Lausanne, Switzerland

- Promoted the brand values during sport events.
- Created social media content including pictures, interviews and different video formats.
- Ensured digital marketing activation.

## Meet UNADKAT



### LANGUAGES

English (C2), Gujarati (Native),  
Hindi (C2), French (A1)

### EDUCATION

Bachelor of Commerce, GLS Institute of  
Commerce, Ahmedabad, India

Master of Business Administration, Indian  
Institute of Management Rohtak, Rohtak, India

Chartered Financial Analyst, Level 1, USA

### SPORTS

Football, Formula 1, Cricket



Strategic finance & business development professional with 5 years of experience servicing international clients. Known for enhancing financial performance, revenue growth and operational efficiency through thorough data analysis, strategic thinking and problem solving.

### WORK EXPERIENCE

**Revenue, Growth and Strategy Manager (Business Finance), Mystifly Consulting Pvt. Ltd., Bangalore, India**

- Drove a 161% revenue growth in one year by executing strategic financial initiatives and dealing commercials with B2B clients across the globe.
- Secured \$8M in funding through compelling investor pitches and prevented \$21K in losses through risk management.
- Awarded Rising Start at the annual event of the company for exceptional performance in increasing top line, bottom line and taking charge of new initiatives.

**Business Finance Manager, ANI Technologies (Ola), Bangalore, India**

- Achieved 25% monthly cost savings by implementing targeted operational improvements and spearheading competitive initiatives.
- Led organisation-wide planning and forecasting, delivering regular reviews to CXOs.

- Spearheaded the establishment of electric vehicle charging stations across seven major cities in India, driving infrastructure growth and supporting sustainable mobility initiatives.

**Commercial Finance Manager, ADM Group (UK), Delhi NCR, India**

- Boosted project profitability for global clients like Philip Morris and Mondelez.
- Collaborated on sponsorship and performance-based contracts, providing insights to maximise client ROI.

**Jr. Manager, Finance and Accounts, Jayanita Exports Pvt., Delhi NCR, India**

- Revamped financial systems and KPI process at Jayanita Exports, scaling departmental processes from 10 to 55 units and delivering insights that drove CXO-level decisions.
- Spearheaded the IT transformation of the whole Budget system into a ERP.

## Miriam CERNIGLIARO



### LANGUAGES

Italian (native), English (C1), Spanish (B1), French (A2)

### EDUCATION

Bachelor in Economics and Management,  
Università Cattolica del Sacro Cuore, Milan, Italy

Master of Science in Management,  
Università Cattolica del Sacro Cuore, Milan, Italy

Exchange Programme in Management,  
Regent's University, London, UK

### SPORTS

Gymnastics, Diving, Formula 1, Football



Former gymnast, national coach, and judge in acrobatic gymnastics with diverse experience managing gymnastics summer camps and organising local sports events. Passionate about sport sustainability and legacy, with a background in student representation throughout university in Italy, UK and Switzerland.

### WORK EXPERIENCE

**Acrobatic Gymnastics Head Coach, ASD Nuovo Incontro, Segrate, Italy**

- Coached and managed the competitive acrobatic gymnastics team, achieving national Level 2 certification from the Italian Gymnastics Federation and leading the team to national and international competitions.
- Supervised and coordinated activities across all gymnastics programmes within the club, developing training programmes for athletes and serving as the main point of contact for parents.
- Selected by the Italian Gymnastics Federation to join the organisational staff and serve as a coordinator for the national acrobatic gymnastics summer camp.

**National Acrobatic Gymnastics Judge, Federazione Ginnastica d'Italia, Italy**

- Judged national acrobatic gymnastics competitions from 2020 and was selected to officiate international events.

**Student Representative at the Faculty Board of Economics, Università Cattolica del Sacro Cuore, Milan, Italy**

- Collaborated with professors and the dean to identify weaknesses in academic programmes and led working groups with both students and faculty to propose and implement changes.
- Chosen by the Faculty to help meet targets set by the National Agency for the Evaluation of the University System and Research, and participate directly in the agency's examination process.
- Acted as a member of the task force focused on increasing exchange programme opportunities with foreign universities.

**Rhythmic Gymnastics Coach Assistant, Fondazione Sacro Cuore, Milan, Italy**

- Assisted the head coach in coordinating rhythmic gymnastics classes for elementary school children in an after-school programme, teaching the basics of various apparatuses and helping to plan and structure training sessions.

## Motoya SUZUKI



### LANGUAGES

Japanese (native), English (C1)

### EDUCATION

Bachelor in Law,  
Waseda University, Japan

### SPORTS

Dance (Traditional Japanese), Basketball, Judo

Education project manager and athlete career workshop facilitator with 10+ years of professional experience at the Japanese Olympic Committee and largest Japanese sports media online channel. Hard-working and passionate learning content producer who excels at planning and facilitating workshops for athletes and coaches.



### WORK EXPERIENCE

#### Athlete Career Workshop Facilitator, Japanese Olympic Committee, Tokyo, Japan

- Created and facilitated new career workshops and learning opportunities for a total of 100 times for around 2,000 top Japanese athletes per year, working with the JOC Athletes' Commission and some Japanese Olympians as a project leader.
- Planned and organised job matching events between athletes and companies once a month, matching a total of 400 athletes and 300 companies over the past 10 years.

#### Representative Director, CoachFor Corporation, Tokyo, Japan

- Offered personal coaching and career training for over 300 professional football coaches.
- Delivered trainings on topics such as leadership and communication to over 30,000 business people over the last 10 years.

#### Project Manager, Sportsnavi Corporation, Tokyo, Japan

- Launched the mobile Yahoo! Sports website (2005) and project managed special feature websites for the Summer Olympic Games (2008 Beijing, 2012 London) and FIFA World Cup football (2010 South Africa).

#### Corporate Sales Specialist, ITOCHU Techno-Solutions Corporation, Tokyo, Japan

- Presented with Outstanding Achievement Award for exceeding annual sales targets by 100% in 2004.

## Nicolas DOMANIG



### LANGUAGES

English (native), German (native),  
French (B1)

### EDUCATION

Bachelor of Science, International  
Management, UAS, Zurich, Switzerland

Study year abroad,  
Sogang Business School, Seoul, South  
Korea

### SPORTS

Football, Snowboarding, Fitness

Multicultural marketing professional with international experience gained in the sustainability & innovation fields. Skilled at organising events and increasing brand awareness. Motivated to contribute to the evolving landscape of sport business & technology.



### WORK EXPERIENCE

#### Marketing Manager, Emerald Technology Ventures, Zurich, Switzerland

- Designed and implemented comprehensive marketing campaigns to highlight the company's leadership in cleantech venture capital, innovation and sustainability. These campaigns spanned multiple channels, from digital to events, effectively reaching diverse international stakeholders and aligning with the company's strategic objectives.
- Played a key role in the planning and execution of executive level corporate events in Europe and Asia. Managed end-to-end logistics, stakeholder communications, and on-site coordination.
- Developed and maintained relationships with key stakeholders, including investors, partners, and media representatives. Leveraged these connections to enhance the portfolio companies' reputation within the cleantech ecosystem, driving visibility and accelerating commercialisation.

#### Research Analyst, Emerald Technology Ventures, Zurich, Switzerland

- Conducted in-depth market research and data analysis to identify fund-raising opportunities amongst multinational corporations.
- Created compelling fund-raising presentations, providing insights into investment strategies and team competencies.

#### Intern, Emerald Technology Ventures, Zurich, Switzerland

- Supported administrative and organisational tasks, including scheduling and document management, across multiple departments.
- Provided general support to ensure smooth daily operations, contributing to team efficiency and collaboration.

## Panagiotis PANAGOULIS



### LANGUAGES

Greek (native), English (C1), French (B2)

### EDUCATION

Master of Oceanography and Marine Biosciences,  
University of the Aegean, Greece

Occupational therapy (1 year)

Fitness Trainer Certification: Gym Workouts &  
Bodybuilding- Felix Harder Nutritionist and Fitness  
(On-line)

Certificate in Cartography, "MOOC"  
by ESRI (On-line)

### SPORTS

Arm wrestling, Tennis, Football, Table Tennis,  
Athletics, Volleyball

### WORK EXPERIENCE

**Occupational Therapist, intern, KEA-  
"Hara", Metropolitan College, Athens,  
Greece**

- Supported individuals with intellectual disabilities perform daily tasks.
- Helped them improve their gross and motor skills through various exercises.
- Evaluated their progress on a monthly base through written reports.

**"Geosystems Hellas S.A." Intern, Athens,  
Greece**

- Researched on how Fuzzy Cognitive Network (FCN) methods and machine learning algorithms generate an innovative decision-making and decision-support tool for the project called "PROION".

Graduate in Oceanography and Marine Biosciences. 7 times National Arm wrestling Champion, competing in European and World Championships and certified fitness coach, strongly supporting the values of Olympism. Project research experience in innovative decision-making tools, including Machine learning.



**Sport coach, "Friends' play" Centers,  
Paris, France**

- Planned sport activities for children and teenagers with high functioning autism (ASD/ Asperger) who struggle mainly with social and mobility difficulties, helping them develop social and functional skills.
- Managed the summer camp for "Friend's play Sport", proposing team working and strength exercises and various sports such as football and handball, improving their confidence and their social skills

**Arm wrestling coach, Lesvos, Greece**

- Trained students through arm wrestling training and specific exercises to maximise their performance while ensuring safety and progression in the sport.

## Qiyu Kelley YANG



### LANGUAGES

Chinese (native), English (C1), French (A1)

### EDUCATION

MBA in Sport Administration,  
St. Thomas University, USA

Master of Education in Sport Humanistic Sociology,  
East China University of Science and Technology,  
China

Bachelor in Transportation Management, Minor in  
English, Shanghai Maritime University, China

International Maritime Business, Massachusetts  
Maritime Academy, USA

### SPORTS

Tennis, Basketball, Softball

International sport event operations and business development professional, bringing dual cultural perspective from China and USA. Known for creativity, curiosity, analytical skills, and strong logical thinking to plan successful events and develop new business models.



### WORK EXPERIENCE

**Operations Executive, JUSS Event  
Management Co.,Ltd, Shanghai, China**

- Project manager of 4 international tennis tournaments (ATP Challenger 100, ITF M15, ITF J100, CTA Junior Tour). Managed all facets of tournaments, including budgeting, venue coordination, media promotion, sponsorship relations, logistics and supply management.
- Collaborated with cross-functional teams and external provider to develop actionable plans for F1 Chinese GP, ATP1000 Shanghai Masters, Longines Global Champions Tour, ISU Four Continents Figure Skating Championships, Olympic Qualifier Series Shanghai, Tour de France Shanghai Lin-Gang Critérium Ride.

**Business Development Consultant &  
Management Trainee, JUSS Sports Group,  
Shanghai, China**

- Led a feasibility study for launching the Shanghai Frisbee League. Researched 10+ clubs to analyse market trends, and provided strategic insights to guide planning.

- Composed a report on NFT application in sport, leading to an NFT project launch for the company.
- Analysed ticket sales data for F1 Chinese GP (2004–2019) and authored a comprehensive report.
- Designed a ticketing data analysis framework and optimized resource allocation for ATP1000 Shanghai Masters.

**Player Service, IMG- Miami Open, USA**

- Managed player requests and supplies in women's locker room, training rooms, and medical office.

**Business Development Intern, DHL Global  
Forwarding, Shanghai, China**

- Performed sales analysis using Excel and Visual Basic, streamlined the analytics process and boosted efficiency by 60%.
- Initiated 50 prospective B2B relationships by phone calls, pitched on the company services and provided price quotes.

## Quentin FANTOLI



### LANGUAGES

French (native), English (C1), German (B2)

### EDUCATION

Bachelor of Science in International Hospitality Management, EHL Hospitality Business School, Lausanne, Switzerland

Certificate in Persuading Others & Presentation Skills, Harvard Business School Online

Certification in Hotel Industry Analytics (CHIA), American Hotel & Lodging Association

### SPORTS

Triathlon, Fitness, Ski

EHL Hospitality Business School graduate & Triathlete with project coordination and change management experience in the fitness industry. Acting for positive change through sport, bringing a customer-centric approach to challenges.



### WORK EXPERIENCE

#### Customer Experience Coordinator, Let's Go Fitness, Lausanne, Switzerland

- Designed and implemented the customer experience strategy. Conducted a customer experience study among 70 different clubs, 140 customers and 90 employees. Developed 3 projects out of the study.
- Worked on the definition of the company business model using the Canvas model. Explained and aligned it within the 6 different regions.
- Monitored performance indicators relevant for the customer satisfaction. Signed frame contracts with strategic partners and supplier.

#### Project Development Coordinator, Fitspro, Versoix, Switzerland

- Contributed to "FITSPRO 2025" strategy. With the founder, developed a medium-term company plan.
- Conducted a large survey among the company customers to prioritise the upcoming actions.

- Worked on the company brands' positioning strategy. Conducted market and trends analysis.

#### Food & Beverage, Montreux Jazz International, Switzerland

- Worked in the operations department of the Montreux Jazz Café restaurant. Managed events, staff training, operational standards, menu analysis.

#### Member and Athlete, Tribu Performance, Elite Triathlon Team, Switzerland

- Worked toward the attraction of new sponsors. Organised the annual sponsors event.
- Athletic Achievements:
  - Swiss Champion AG 25-29 2024
  - European Vice-Champion AG 20-24 2023
  - 3rd Swiss Triathlon Series 2023

## Rémi COLLET



### LANGUAGES

French (native), Spanish (native), English (C2), Italian (B2)

### EDUCATION

Master's degree in International Business Administration, IPAC, Annecy, France

Certificate of Advanced Studies in Sports Management, HEC & UNIL, Lausanne, Switzerland

Bachelor's degree in Marketing & Communication, IPAC, Chambéry, France

### SPORTS

Cycling, Swimming, Chess

Account Manager & Project Manager with 10+ years of experience advising Swiss multinationals with their HR & talent strategies. Producer of athlete-centered documentaries and cofounder of a thriving sports community, blending leadership with a passion for sport and inclusion.



### WORK EXPERIENCE

#### HR & Talent Solutions Manager, Randstad Inhouse Services, Switzerland

- Managed and developed large accounts like Nestlé, Nespresso, Merck and Carlsberg. Delivered HR solutions tailored to high-volume needs and led strategic business reviews with senior stakeholders.
- Led and developed teams of 25 HR and TA professionals and leaders including HRBP, talent acquisition specialist, process managers, HR generalist in Switzerland, ensuring operations across HQ, R&D & production sites.
- Spearheaded talent management initiatives in gender equality, pay equity, and inclusion while transforming HR delivery models. Implemented advanced digital tools like Diversity Dashboard and Modern Hire, ensuring process efficiency and team alignment. Successfully guided teams through change, fostering innovation and adaptability.

#### Producer, Profession sportif de haut niveau, Switzerland

- Produced the documentary series "Profession Sportif de Haut Niveau" featuring interviews with 15 elite athletes, including Olympians and world champions, to highlight the parallels between athletic and traditional careers, and showcase the merits of high-performance sports.

#### Cofounder and Vice President, ChessPower, Lausanne, Switzerland

- Developed and managed a vibrant community of over 350 chess players and stakeholders of diverse ages, genders, and backgrounds.
- Organised events and tournaments to foster connections, promote inclusivity and fun.

## Sahil BISHNOI



### LANGUAGES

Hindi (native), English (C1)  
Punjabi (B2), French (A1)

### EDUCATION

Bachelor in Sports Management,  
University of Mumbai, India

### SPORTS

Mixed Martial Arts, Karate, Boxing

Skilled Event and Venue Management Professional with 6+ years of experience managing large-scale events. Skilled in Venue Operations, Logistics, Team Servicing and Hospitality. Proven team leader, delivering seamless operations, and enhancing event experiences across diverse locations and demographics.



### WORK EXPERIENCE

#### Operations Manager, Jaipur Pink Panthers, India

- Coordinated multi-city venue preparation, collaborating with local authorities to ensure professional matchday experiences.
- Directed hospitality for 45+ VIPs/VVIPs per game and managed security for 1,500+ spectators, enhancing the team's reputation.
- Streamlined logistics for 30 athletes and 15 staff, optimising travel, accommodation, and catering across multiple cities.

#### Accommodation Coordinator, Special Olympics World Games 2023, Berlin, Germany

- Supervised accommodation for 1,550 players and families, ensuring efficient check-ins and adherence to inclusivity standards.
- Oversaw tailored F&B services and hospitality, meeting diverse athlete needs and fostering a welcoming environment.
- Collaborated with hotels and venues to align logistics with schedules, optimising accessibility and event workflows.

#### Assistant Venue Manager, National Games of India 2023, Goa, India

- Directed operations for a tennis venue hosting 6,000+ daily spectators, ensuring compliance with competition standards.
- Managed installation of 5,000+ branding and logistical elements, enhancing the event's appeal.
- Supervised F&B operations for 10,000+ participants daily, ensuring timely service and satisfaction.

#### Operations Executive, Minerva Punjab FC, Mohali, India

- Led operations for 11 home matches, ensuring compliance with league standards and optimal facility readiness.
- Managed logistics for athletes and staff, including travel, lodging, and transport of 15,000+ kg of equipment.
- Maintained academy facilities, ensuring a safe and well-equipped environment for players and staff.

## Suhwan YU



### LANGUAGES

Korean (native), English (C1), French (A1), Spanish (A1)

### EDUCATION

Master of Sport Management,  
Seoul National University, South Korea

Microdegree in Machine Learning,  
Korea Advanced Institute of Science and Technology (KAIST), South Korea

Bachelor of Physical Education and Taekwondo, Dankook University, South Korea

### SPORTS

Taekwondo, Football, Surfing, Ju-jitsu

Data-driven project manager & former elite Taekwondo athlete with 6+ years' experience at the Youth Olympic Games OC, NOC, and National Research & Sports Development Institutes. Skilled in event operations, research & analytics in sports media, consumer behavior, healthcare & AI. Olympic level athlete education & coaching.



### WORK EXPERIENCE

#### Senior Researcher, Taeam AI Industry Promotion Agency, Chungnam, South Korea

- Led AI-related projects valued at \$50 million; responsible for reporting, KPI management, and collaborating with external partners.
- Managed and analysed quantitative health-related data from 1,000+ samples using Stata, Python, SPSS, and other tools.
- Conducted VR-based cognitive assessments and healthcare research utilising generative AI social robots (200+ participants).

#### National Technical Official, Gangwon 2024 Winter Youth Olympic Games Organising Committee, Gangwon, South Korea

- Managed scheduling and operations for the Olympic ice hockey event, organising pre-test events and liaising with IOC & IFs.
- Coordinated logistics for international teams, managing scheduling, accommodations, and visa processing.
- Trained and managed 200+ staff and volunteers.

#### Business Coordinator, Center for Sport Development & Promotion, Seoul National University, Seoul, South Korea

- Led a \$25,000 government grant project to support for university athletic teams.
- Organised 7+ sports events, attracting 5,000+ participants and utilising social media for communication and marketing.
- Managed 60+ sports programmes and 20+ instructors, attracting 500+ participants and teaching Taekwondo to international students.

#### Taekwondo Head Coach / Career Coach, Korean Sport & Olympic Committee, Seoul, South Korea

- Managed a professional Taekwondo team of 100+ student athletes, coaching 3 National Team nominees and 1 Olympic gold medalist.
- Lectured on career development to 113 student-athletes from 8 schools.
- Mentored 10+ retired athletes on career development, achieving successful transitions for over 50% of mentees.

## Yvonne DONG



### LANGUAGES

Mandarin (native), English (native), French (A2)

### EDUCATION

Bachelor of Science with honours,  
Statistics Major, University of Toronto, Canada

### SPORTS

Tennis, Sailing, Chess

7 years of product management experience at Microsoft, Google, and sports federations, specializing in AI-driven innovation, mobile/web platforms, and scalable cloud solutions, supported by cross-cultural leadership across North America and APAC Region. Launched two AI-powered tennis apps to thousands users.



### WORK EXPERIENCE

#### Product Manager, Microsoft US & Asia-Pacific R&D Group

- Led core product design for Outlook and Teams Add-ins, improving experiences for 110M users across 100 markets.
- Launched a Copilot-powered workplace feature, increasing monthly usage by 35% to ~3M users in 3 months.
- Co-led engineering teams in Seattle, Bangalore, and Suzhou, partnering with data science, design, legal, compliance, and marketing to deliver solutions.

#### Account Strategist, Google, Asia Pacific Region

- Managed 30+ mid-market clients, identifying growth opportunities and crafting multi-quarter plans.
- Increased online visibility by 200% and drove \$2M+ revenue via targeted campaigns in 6 months.
- Analysed performance across Google Ads using R, SQL, and Looker to optimize campaigns.

#### 500px Inc, Product Manager, Canada and China

- Owned the photos AI-initiated product integrations & licensing user journey on iOS.
- Launched 3 major product redesigns (Web & Android) that resulted in a 35% reduction in user friction & a 180% increase in NPS.
- Co-led a scrum team of 20 engineers in Toronto and Beijing offices.

#### Co-Founder, Yeye Sport Technology, HK, Greater China Area

- Co-founded a company leveraging wearable devices & AI to enhance match performance and playing habits for amateur tennis players.
- Launched Apps for amateur tennis players, including a WeChat partner-matching App & a watchOS score-tracking App, with 4,000 users across China & Canada.
- Created a weekly newsletter on sport technology insights for federations, achieving 15,000 impressions & growing a LinkedIn community to 4,100 members in 2 months.

## Xiaoxiao ZHANG



### LANGUAGES

Mandarin (native), English (C1), French (A1)

### EDUCATION

Bachelor in Public Administration Management,  
Henan Agricultural University, China

Master in Public Administration Management,  
Beijing Sport University, China

### SPORTS

Ice Hockey, Basketball

Sport Manager with 5+ years of experience gained at FIBA World Cup OC, Chinese Ice Hockey Association and WTA & ATP China Open. Skilled in office administration, relationship management, events operations and team management.



### WORK EXPERIENCE

#### Director of General Office, Chinese Ice Hockey Association, Beijing, China

- Supported daily responsibilities of the Association's President, collaborating closely with him and the Secretary General to streamline departmental coordination and drive organisational goals. Coordinated key functions across finance, foreign affairs, secretariat, and general administration.
- Established the management framework for National Teams, overseeing global training and competition schedules.
- Organised events, with a focus on event promotion, broadcast and media management, and business operations.

#### General/Team Manager, Chinese Ice Hockey National Team, Beijing, China & European cities

- Contributed to the recruitment and management of team staff and coaches while providing support and motivation to ensure optimal environment.

- Organised training schedules and game arrangements, managed budgets and expenses, facilitated smooth daily operations.
- Maintained effective communication with IF and Organising Committees to coordinate and facilitate participation in international tournaments and events.

#### Executive Secretary, 2019 FIBA World Cup Organising Committee Beijing, China

- Managed and filed the official documents for 16 departments, ensuring timely submission to leaders for approval.
- Facilitated inter-departmental document workflows, ensuring leaders' directives were effectively communicated to staff.
- Assisted in organising regular meetings, coordinated the attendance of leadership.

#### Competition Volunteer, ATP & WTA China Open, Beijing, China

- Provided support for competition materials and equipment, along with maintenance of competition and practice courts.





## About

AISTS, the International Academy of Sport Management, is a prestigious not-for-profit academic centre at the heart of the global sport industry. Founded in 2000 in Lausanne, Switzerland, it offers world-class education and advisory services in sport management. AISTS unique multidisciplinary approach combines expertise in technology, management, economics, medicine, career and leadership.

With a network of over 700 alumni, 100 distinguished lecturers, and partnerships with leading sport organisations, AISTS shapes the future of sport leadership. Located in the Olympic Capital, it serves as a bridge between academia and industry, promoting excellence in sport management to drive positive global impact through the power of sport.

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