



ELEVATE

Executive Development Programme



Edition 1 - Participants



Edition 1: Participating Leagues



Edition 1: Participants

No.	First Name	Last Name	Country	League	Job Title
1	Johannes	Schmied	AUT	Österreichische Fußball-Bundesliga	Club Licensing Manager
2	Lorin	Parys	BEL	Pro League	Chief Executive Officer
3	Štepan	Hanus	CZE	Ligová Fotbalová Asociace	Head of PR and Communications
4	Ole	Knusden	DEN	Divisionsforeningen	Head of Legal and International Relations
5	Katie	Nixon	ENG-PL	Premier League	Head of Public Affairs
6	Stuart	MacPhee	ENG-FL	English Football League	Head of Commercial Development & Rights
7	Maite	Ventura	ESP	LaLiga	Managing Director
8	Nick	Stefes	GER	Deutsche Fussball Liga GmbH	Manager Corporate Strategy and International Affairs
9	Ugo	Scicchitano	ITA-A	Lega Serie A	Manager International Media Rights
10	Emanuele	Paolucci	ITA-PRO	Lega Pro	General Secretary
11	Marc	Rondagh	NED	Eredivisie	Business Development Manager
12	Gerard	Lawlor	NIR	Northern Ireland Football League	Chief Executive Officer
13	Malgorzata	Borkowska	POL	Polish Professional Football League	Media Rights Consultant & Board Advisor
14	Michal	Mertinyak	SVK	Unia ligovych klubov	Chief Executive Officer / Executive Director
15	Philippe	Guggisberg	SUI	Swiss Football League	Head of Communications
16	Timo	Marjamaa	FIN	The Finnish Football League Association Veikkausliiga	Chief Executive Officer / Managing Director
17	Cian	Nelson	IRL	League of Ireland	Club Development Manager
18	Birgir	Johannsson	ISL	Íslenskur Toppfótbolti	Chief Executive Officer
19	Maksims	Krivunecs	LAT	Futbola Virsliga	President
20	Ine	Hope Karlsen	NOR	Norsk Toppfotball	Head of Finance
21	Robert	Johansson	SWE	Föreningen Svensk Elitfotboll	Head of Communications



Programme Structure and Content



Programme Overview



Hosts / Locations



1. Physical Session (Nyon / Switzerland)

Sep-20
Half-Day

Arrival

Introduction



Afternoon



1st Evening
Ice-Hockey
Match



Sep-21
Full-Day

Morning
+
Lunch



Afternoon



2nd Evening
Dinner

Sep-22
Half-Day

Morning



Wrap-up



Departure

2. Virtual Session (ZOOM)

Oct-11
Afternoon

IMG

+



Oct-12
Afternoon

AMPERE
ANALYSIS

Break

*Participants
Only Session*

Oct-13
Afternoon



DFL DIGITAL
SPORTS

*Wrap-up /
Preview*

3. Physical Session (Madrid / Spain)

Nov-8
Half-Day

Arrival

Welcome



Afternoon



1st Evening
Dinner

Nov-9
Full-Day

Morning



Afternoon



2nd Evening
Sports Bar

Nov-10
Half-Day

Morning



Wrap-up



Departure

4. Virtual Session (ZOOM)

Feb-1
14:00 ~



Break

**Participants
Only Session**

Feb-2
14:00 ~



Feb-3
14:00 ~



5. Physical Session (Bratislava / Slovakia)

Mar-16
Half-Day

Arrival

Afternoon



**TWENTY
FIRST**
GROUP_

1st Evening
Match



Mar-17
Full-Day

All Day



 **markíza**

VOYO

2nd Evening
Dinner

Mar-18
Half-Day

Morning



Wrap-up

Departure

6. Virtual Session (ZOOM)

Mar-3
14:00 ~



Mar-4
14:00 ~



Mar-5
14:00 ~



7. Physical Session (London / England)

Sun, May-14
Half-Day

Arrival

Afternoon



1st Evening
Dinner

Mon, May-15
Full-Day

Morning



Afternoon

Group Project Task
Presentations +
Judging Panel

2nd Evening
Dinner

Tue, May-16
Half-Day

Morning



Graduation

Departure

