



SOCCEREX

AMERICAS FORUM

MEXICO CITY

11-12 MAY 2016

HOSTED BY



SELECTION OF ATTENDEES

MAY ISSUE

LEARN FROM EXPERT SPEAKERS



DON GARBER
COMMISSIONER,
MAJOR LEAGUE SOCCER



BRAD FRIEDEL
FORMER UNITED STATES INTERNATIONAL
& CURRENT US U19 HEAD COACH



JORGE VALDANO
FORMER DIRECTOR GENERAL, REAL MADRID
CF & 1986 FIFA WORLD CUP WINNER,
ARGENTINA



DAVID DEIN
FORMER VICE CHAIRMAN,
ARSENAL FC & THE FOOTBALL ASSOCIATION



CARLOS ALBERTO TORRES
1970 FIFA WORLD CUP WINNING CAPTAIN,
BRAZIL



GAIZKA MENDIETA
FORMER SPAIN INTERNATIONAL

PARTNERS & SUPPORTERS



As sponsors and institutional supporters, LaLiga will be inviting all their member clubs



Leading global telecomms company will be sharing their expertise on sports marketing



Fox are official broadcast partners enhancing the events global media coverage

NETWORK WITH INTERNATIONAL RIGHTS HOLDERS



EXPECTED ATTENDANCE BREAKDOWN

1000
DELEGATES

59%
C-LEVEL OR DIRECTOR

40+
EXHIBITORS

200+
SENIOR RIGHTS HOLDERS

27 hrs
DEDICATED NETWORKING TIME

50+

AVERAGE NO. OF BUSINESS CARDS RECEIVED AT EVENT

Account	Job Title	Country
2018 FIFA World Cup Russia Local Organising Committee	CEO	Russian Federation
2018 FIFA World Cup Russia Local Organising Committee	Deputy CEO	Russian Federation
AC&M Group	VP Business Development	United States
Ahafoman FC	Founder & President	Ghana
ARPRO	CEO	Mexico
ARPRO	COO	Mexico
ATEVO Sports Group	Business Development Director	Panama
Atlas FC	Communications Director	Mexico
Audit Sport	CEO	Ecuador
B4Capital	CEO Americas	United States
Barbados Football Association	President	Barbados
Barranquilla City Government	Mayor	Colombia
Becker Consultoria	Principal	United States
British Chamber of Commerce - Mexico	Marketing & PR Manager	Mexico
Capital MX	General Director	Mexico
Chamber of Commerce of Barranquilla	President	Colombia
Chivas de Guadalajara	Chief Business Officer	Mexico
Chivas de Guadalajara.	Director of Digital and innovation	Mexico
City Football Group	Director of Tours and Friendlies	United Kingdom
Club Atlético Belgrano	Marketing Manager	Argentina
Club Atlético Huracán	Director of Public and Institutional Relations	Argentina
Club Atlético Nacional	Marketing Director	Colombia
Club Atlético Peñarol	General Manager	Uruguay
Club Atlético Peñarol	Sales & Marketing Director	Uruguay



MEET THE GAME CHANGERS

Name: Alexey Sorokin

Position: CEO

Organisation: 2018 FIFA World Cup Russia™ LOC

Need to Know: Alexey's rise to the top position of the upcoming World Cup's Local Organising Committee followed stints as the Director General and then Secretary General of the Russian Football Union and then heading up the 2018 Bid Committee. Alexey is now guiding developments across the board for all elements of what promises to be an amazing spectacle.

Company	Job Title	Country
Club Atlético Talleres de Cordoba	President	Argentina
Club Cortulua	President	Colombia
Club Guarani	Vice President	Paraguay
Club León FC	President	Mexico
Club León FC	Sporting Director	Mexico
Club Nacional de Football	Marketing Director	Uruguay
Club Nacional de Football	Commercial Manager	Uruguay
Club Necaxa	Director - Commercial, Communications and Marketing	Mexico
Club Necaxa	Commercial Director	Mexico
Club Real Santander	President	Colombia
Club Social Deportivo Municipal	Marketing Director	Guatemala
Club Social y Deportivo Atlas de Guadalajara	Communication Director	Mexico
Club Social y Deportivo Municipal	General Manager	Guatemala
Club Universidad Nacional A.C. (Pumas)	Commercial Director	Mexico
Collins Sports Group	President	United States
Comision del Jugador	Director	México
Comision del Jugador	Executive President	México
Corporativo Nuevo Cucuta Deportivo	President	Colombia
Cravo Pastl Balbuena Adv.	Senior Partner	Brazil
Croatian Football Federation	President	Croatia
Cuatrecasas, Gonçalves Pereira	Partner Lawyer	Spain
Daily Mail	Journalist	United Kingdom
Dannemann, Siemsen Advogados	Partner	Brazil
Data Factory	CEO	Argentina



MEET THE GAME CHANGERS

Name: Enrique Bonilla

Position: President

Organisation: Liga MX

Need to Know: Enrique took up the position of President of Liga MX in Spring 2015, and in this position he brought Liga MX into the World League Forum which was created in December of the same year. Comprising 24 of the world's top professional leagues, the WLF is dedicated to working with FIFA on issues which affect professional football, with Enrique one of the three man management group appointed by the other WLF members.

Company	Job Title	Country
De Buen Rodríguez Abogados, S.C.	Managing Partner	Mexico
Deportes Inc.	Founder	Mexico
DIMAYOR - División Mayor del Fútbol Profesional Colombiano	President	Colombia
Eclectica	General Manager	Panama
Ecuadorian Football Federation	General Secretary	Ecuador
EL-EF Sport	Partner	United Kingdom
Ethiopian Football Federation	President	Ethiopia
Eurodata Sport Marketing Sportivo e Culturale	President	United Kingdom
Eurodata Sport Marketing Sportivo e Culturale	Sponsorship Director	United Kingdom
FC Barcelona	Managing Director America	Spain
FC Juarez	President	Mexico
FC Juarez	Vice Presidente of Sport	Mexico
FC Porto	Head of Internationalization	Portugal
FiberLok Inc	CEO	United States
Football Association of Moldova	President	Moldova, Republic of
Football Federation American Samoa	President	American Samoa
Football Federation of Kyrgyz Republic	President	Kyrgyzstan
Football Federation of Ukraine	President	Ukraine
Fox Law Group	Partner	Mexico
Fox Sports	Senior Marketing Manager	Mexico
Fox Television Group	President - LATAM	Mexico
Getty Images	Market Development Executive	United Kingdom
Global Sports Intelligence	CEO	Spain
Global W Mexico	CEO	Mexico



MEET THE GAME CHANGERS

Name: Javier Tebas

Position: President

Organisation: LaLiga

Need to Know: Following his time as a club President in Spain, Tebas became VP and later President of the Liga de Fútbol Profesional. In 2013 he was named President of LFP, and has been instrumental in the new television and rights structures designed to make the teams within the league more competitive through the creation of a more level playing field.

Company	Job Title	Country
Goleador	International Strategy Manager	France
GotSoccer	President	United States
Grenada Football Association	President	Grenada
Grupo Modelo	VP of Corporate Affairs	Mexico
Grupo Modelo	Director of Connections	Mexico
Grupo Pachuca	President	Mexico
Grupo Real Turismo	Group Sales Manager	Mexico
Grupo Televisa	Head of Sport Programming	Mexico
Grupo Televisa	Director of Sports	Mexico
Guyana Football Federation	President	Guyana
I&E Legal	CEO	United
Imagina US	VP Sports	United States
Instituto del Deporte Ciudad de México	Director General	Mexico
Jordan Football Association	Board Member	Jordan
KATAPULT SPORTS	Managing Director Katapult Sports	Spain
Kimet Sport - Kimet Planning	Owner	Spain
KORE Software	VP Sales - Sports & Entertainment	United States
Kreab Sports	Director	United States
LaLiga	President	Spain
LaLiga	Managing Director Sales & Marketing	Spain
LaLiga	Managing Director Innovation & Global Development	Spain
LaLiga	Managing Director International Projects and MENA Region	Spain
Lao Football Federation	Vice President	Lao People's Democratic Republic
Levante Union Deportiva	Operations Director	Spain



MEET THE GAME CHANGERS

Name: Carlos Martinez

Position: President

Organisation: Fox Networks Group Latin America

Need to Know: As part of the reorganisation of the Fox International Channels division, Carlos now heads the newly formed Fox Networks Group Latin America and is implementing new ideas, including an innovative method to enable subscribers to view content cross-border throughout the region, and a new subscription service for the Copa Libertadores tournament.

Company	Job Title	Country
Leyard Europe	Head of Sports	Slovakia
Liga Ascenso Cable Onda LPF (Panamá)	Executive Director	Panama
Liga MX (Liga Bancomer MX)	Director General	Mexico
Major League Soccer - MLS	Commissioner	United States
Major League Soccer - MLS	VP International Business, Soccer United Marketing	United States
Major League Soccer - MLS	VP Property & Commercial Development	United States
Málaga CF	Director, Development & Business Unit	Spain
Manchester City FC	Business Director City Football Services, Manchester City FC, New York City FC and Melbourne Heart FC	United Kingdom
Merca 2.0	Sports Marketing Specialist & Columnist	Mexico
Mexicanos del Mañana	General Manager	Mexico
Mexsport	Director	Mexico
Mineros de Zacatecas	President	Mexico
Mobile Media Content	Business Development Manager	Spain
Mobile Media Content	CEO	Spain
Montevideo Wanderers Fútbol Club	President	Uruguay
Montevideo Wanderers Fútbol Club	General Secretary	Uruguay
MP & Silva (USA)	VP Business Strategy	United States
MP & Silva (USA)	Managing Partner & Senior Vice President, Americas	United States
MP & Silva (USA)	Vice President, Business Development	United States
Musco Lighting USA	Assistant Director of International Sales	United States
Names Plus Marketing	President	United States
Nicaragua Football Federation	President	Nicaragua
Nike EMEA	Finance Manager Global Football Clubs & Federations	Netherlands



MEET THE GAME CHANGERS

Name: Daniel Lorenz

Position: Head of Internationalization

Organisation: FC Porto

Need to Know: Daniel worked as a lawyer at the Graça Moura & Associados law firm until joining FC Porto, SAD's Legal Department in 2000. Since then he has been part of the much lauded conveyor belt of South American talent into European football, with FC Porto being noted for their transfer sales exceeding €700 million in the decade to 2015, including players such as Falcao, Danilo, James Rodrigues and Hulk.

Company	Job Title	Country
Operadora Ostia / Bodega Iniesta	CEO	Mexico
Pachuca Club de Fútbol (Tuzos)	Director, 'Salon de la Fama'	Mexico
Pachuca Club de Fútbol (Tuzos)	Sporting Director	Mexico
Pachuca Club de Fútbol (Tuzos)	President	Mexico
Palestinian Football Association	President	Palestinian Territory, Occupied
Panamanian Football Federation	General Secretary	Panama
Patriotas FC	President	Colombia
Perform Group	Commercial Manager, Americas	Argentina
Perform LATAM	Managing Director, Latin America and Brazil	Argentina
Pinsent Masons	Partner	United Kingdom
PlayerPro	CEO, Founder	United States
PlayerPro	CTO, Co-Founder	United States
PlayerPro	COO, Co-Founder	United States
Prime Time Sport	CEO	Spain
Professional Sports Network (PSN)	Executive Vice President	United States
Querétaro F. C.	Vice President	Mexico
Queretaro FC	President	Mexico
RCD Espanyol	Director General, Marketing	Spain
Red Bull Company Ltd	Head of Global Football	United Kingdom
Relevant Sports	Chief Commercial Officer	United States
RGAA	Director	United States
Romanian Football Federation	President	Romania



MEET THE GAME CHANGERS

Name: Carlos Cordeiro

Position: Vice President

Organisation: United States Soccer Federation

Need to Know: Cordeiro joined U.S. Soccer in 2007 as an Independent Director and during his time with the federation has served as Vice Chair of U.S. Soccer's World Cup Bid Committee from 2008-10, as U.S. Soccer Treasurer since 2008 and chaired U.S. Soccer's budget committee since 2011. In February 2016 he was appointed Vice President of US Soccer.

Company	Job Title	Country
Rosario Central	Head of Legal	Argentina
RT Prosport	Partner	Brazil
Saint Vincent and the Grenadines Football Federation	President	Saint Vincent and The Grenadines
Sambafoot	Managing Director	france
Sambafoot	Vice President	France
San Fransisco FC	Sales Director	Panama
Santos Laguna	Commercial and Marketing Director	Mexico
Selhurst Media Ventures	Principal	United Kingdom
Soccer Communications	Attorney-at-Law	United States
South African Football Association - SAFA	President	South Africa
Sport Graphic SAC	Owner	United States
SportiveWays	Chief Executive Officer	Spain
Sportradar	Managing Director Security Services	Germany
Sportradar	Senior Manager Business Development & Licensing	Germany
Sports Agents 502	Founding Partner	Guatemala
St. Kitts & Nevis Football Association	President	Saint Kitts and Nevis
Tanzania Football Federation	General Secretary	Tanzania, United Republic of
Team One	Project Coordinator	Ecuador
Telefonica Movistar	Marketing Director	Mexico
Telefonica Servicios Audiovisuales	Head of Sponsorship	Spain
Televital	Marketing Manager	Mexico
Terraplas USA	Director of Sales	USA
Terraplas USA	Associate	USA



MEET THE GAME CHANGERS

Name: Court Jeske

Position: VP, International Business

Organisation: MLS/SUM

Need to Know: Court has held a number of positions with sporting organisations ranging from athletics to the US national rugby team and now to Soccer United Marketing. In his current role, Court is responsible for managing the international properties of MLS/SUM and building relationships with other international stakeholders both within and outside of football.

Company	Job Title	Country
The Football Association of Albania	President	Albania
The Football Business Academy	Founder & CEO	Switzerland
Ticketbis	Regional Manager LATAM	Mexico
Torneos	Commercial Director	Argentina
Triumph Sports Marketing	Director, USA	United States
Turks and Caicos Islands Football Association	President	Turks and Caicos Islands
UD Las Palmas	Communication Director	Spain
Umlilo Brands	CEO	South Africa
Unión Centroamericana de Fútbol - UNCAF	Marketing Manager	Guatemala
United Soccer Africa	President & CEO	United States
Universidad Cesar Vallejo	General Manager	Peru
US Soccer Federation	U-19 Head Coach	United States
US Soccer Federation	Senior Manager of Communications	United States
US Soccer Federation	Vice President	United States
Valencia CF	Chief Commercial & Marketing Officer	Spain
Valencia CF	Business Development Director	Spain
Victoria Sports Travel	CMO	United States
Videobserver	Board Member	Portugal
Villarreal CF	Marketing & Social Media	Spain
Wakkamole	CEO	United States
Wasserman Media Group	Director	Mexico
Weston Football Club	Director of Operations	United States
World Sports & Marketing	Director	Brazil



MEET THE GAME CHANGERS

Name: Ricardo Tadeu de Soares

Position: President and Director General

Organisation: Grupo Modelo (AB InBev)

Need to Know: Ricardo joined Ambev In 1995 and held several positions in the areas of finance, sales and direct distribution. By 2005, he was the Regional Director for the south of Brazil, and become Director of HILA-Ex in 2007. Following a successful activation of Brahma and other ABInBev properties around the 2014 World Cup, Ricardo became President of Mexico's Grupo Modelo.

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LaLiga

