

#IFFS19

5TH INTERNATIONAL
FRANKFURT
FOOTBALL
SUMMIT

Partners



Eintracht
FRANKFURT



SEPTEMBER 3, 2019
FRANKFURT | VILLA KENNEDY

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ZEIT  **EVENTS**

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WELCOME MESSAGE

Dear Madam or Sir,



The fascination of football reaches and delights millions of people around the globe. For this reason, football is a significant economic factor with enormous media coverage and corresponding growth potential.

The **5th International Frankfurt Football Summit** (IFFS) powered by ZEIT Publishing Group offers the opportunity to discuss current trends and business opportunities of the football industry in the premium setting of Villa Kennedy in Frankfurt. The IFFS brings together international decision-makers from clubs, leagues, the media, and the football ecosystem at large for high-level exchange and networking.

Frankfurt as the leading financial center is the perfect backdrop for getting to the bottom of these questions and deepening networks. We would be delighted to welcome you in Frankfurt on September 3.

With best regards,

Rainer Esser

DR. RAINER ESSER
CEO,
ZEIT publishing group

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PARTNERS



SUPPORTERS



09.00 AM WELCOME ADDRESS

Dr. Rainer Esser studied law in Munich, Geneva and London. He continued his studies in the United States with a Master of Law at the University of Georgia before receiving his final degree in 1986. After graduating from the German School of Journalism (Deutsche Journalistenschule) in Munich, he worked as a lawyer for various law firms. Since 1989 he also holds a PhD in International Law of the University of Regensburg. From 1989 – 92 he served as Editor in Chief at Bertelsmann International in Munich and eventually joined Munich-based Spotlight Publishing House (Spotlight, écoute, ECOS and ADESSO) as Managing Director. After serving as Managing Director of Main-Post Publishing House in Würzburg in the late nineties he started his current position as CEO of DIE ZEIT in 1999. In 2011, he also took on the role as Managing Director of DvH Medien GmbH.

**DR. RAINER
ESSER**
*CEO,
ZEIT Publishing Group*



Photo: Johannes Arlt

09.10 AM INTRODUCTION

Jochen Breyer has presented »Das aktuelle Sportstudio« of ZDF since 2013. He was hosting the Champions League evenings together with Oliver Kahn and anchor of the Football World Cup 2018 at ZDF. Moreover, he has been presenting the ZDF morning magazine since 2011 and produces socio-political features.

**JOCHEN
BREYER**
*Host, »Das aktuelle Sportstudio«,
ZDF*



Photo: Imago/foto2press

As Political Editor of DIE ZEIT Cathrin Gilbert has established the weekly football page for which she is still in charge. After a traineeship with BILD, the sports journalist worked for seven years with SPIEGEL. She organises the ZEIT Cup Night on the eve of the German cup final in Berlin.

**CATHRIN
GILBERT**
*Resp. Editor Soccer Department,
DIE ZEIT*



Photo: privat

SESSION I
09.20 AM

SETTING THE STAGE: AN INTERNATIONAL OUTLOOK

09.20 AM ONE-ON-ONE

THE FUTURE LANDSCAPE OF INTERNATIONAL SPORTS BROADCASTING RIGHTS



**JOHN
GLEASURE**
*Chief Business Development Officer,
DAZN Group*

John was one of the founders of Perform and has led DAZN to become one of the fastest growing media companies in the world. Over the past 14 years, John has overseen commercial partnerships and rights relationships that have fuelled its international expansion across the globe. He has over 25 years' experience within the Sports, Entertainment and Music business having previously spent time at Sky Sports, EMI Records, Hutchison Whampoa and Sony Pictures.



JOCHEN BREYER, *Host, »Das aktuelle Sportstudio«, ZDF*
Moderator

09.50 AM KEYNOTE + Q&A

NORTH AMERICAN SUPERLIGA BECOMES REALITY? A COMBINED SOCCER LEAGUE BETWEEN MEXICO, CANADA, AND THE UNITED STATES – THE OPPORTUNITIES IN FOCUS

Enrique Bonilla was born in Mexico City in 1958 and studied business administration at the »Instituto Tecnológico Autónomo de México« (ITAM) where he specialized in the financial market, later developing mainly in the stock market. After operating in different brokerage firms he established a financial service company and was involved in opening one of the largest rivers in Mexico for commercial and tourist navigation. As a company owner and consultant Bonilla developed new projects in the renewal energy sector until he became Sports General Director within the Federación Mexicana de Fútbol Asociación in 2004. From 2012 – 2015 he functioned as General Director of the Primera División de México (LIGA MX) and the Liga de Ascenso before he was announced the organisation's Executive President in June 2015. Today Bonilla, together with Christian Seifert (Bundesliga) and Don Garber (MLS) forms the management group of the World Leagues Forum and is an independent member of the FIFA Audit and Compliance Committee as well as of the CONCACAF Compensation Committee.

**ENRIQUE BONILLA
BARRUTIA**
*Executive President,
LIGA MX*



JOCHEN BREYER, *Host, »Das aktuelle Sportstudio«, ZDF*
Moderator



Photo: imago/foto2press

10.20 AM ONE-ON-ONE

THE FUTURE OF WOMEN'S FOOTBALL

Maria Teixidor is a lawyer, entrepreneur, and consultant for cultural companies and technology start-ups. In 2015 she joined the FC Barcelona Board of Directors and was also appointed VicePresident and Secretary of the FC Barcelona Foundation. In 2017 she became responsible for women's football, and in February 2019, Secretary of the Board of Directors. She is also President of the Commission for Control and Transparency in the Club and the Edelmira Calvetó Group, which promotes women's participation in the club. Since 2017 she has also been a member of the United Nations Association of Spain and since 2018 a member of the 50a50 Association which promotes the representation of women in all areas of society.

**MARIA
TEIXIDOR I JUFRESA**
*Member of the Board of Directors,
FC Barcelona*



CATHRIN GILBERT, *Resp. Editor Soccer Department, DIE ZEIT*
Moderator



Photo: privat

SESSION II
11.10 AM

PROFESSION- ALIZATION OF MANAGEMENT STRUCTURES

Best Practices in Global Comparison

10.40 AM COFFEE BREAK

SESSION II

11.10 AM KEYNOTE

THE GLOBAL MARKET OF INTERNATIONAL FOOTBALL BUSINESS: TRENDS, STRATEGIES, AND PERSPECTIVES

Christian Seifert is CEO of DFL Deutsche Fußball Liga GmbH for which he has been working since 2005. Moreover, he is a member of the Presidential Council of DFL e.V. and Vice President of the German Football Federation. Since 2018 he has also been Chairman of the World League Forum.

**CHRISTIAN
SEIFERT**

CEO,
DFL Deutsche Fußball Liga GmbH



Photo: Katrin Denkwitz

11.30 AM ONE-ON-ONE

BUILDING THE BRAND ON A GLOBAL SCALE: SUCCESSFUL STRATEGIES FOR INTERNATIONALIZATION (GERMAN, ENGLISH TRANSLATION)

Since July 2013, Jörg Wacker has been responsible for Internationalization and Strategy and, since November 2015 also for Merchandising and Licenses at FC Bayern München AG. Wacker is also member of the Advisory Board of FC Bayern München LLC and Chairman of the Board of FC Bayern Munich (Shanghai) Co. Ltd.. Since December 2016 Jörg Wacker has also been a member of the Supervisory Board of Bundesliga International GmbH.

**JÖRG
WACKER**

Member of the Executive Board,
FC Bayern München AG



Photo: www.Christiankaufmann.de

JOCHEN BREYER, Host, »Das aktuelle Sportstudio«, ZDF
Moderator



Photo: imago/foto2press



11.50 AM ONE-ON-ONE

HOW TO LEVERAGE CORPORATE BUSINESS EXPERIENCE IN SPORTS MANAGEMENT

(GERMAN, ENGLISH TRANSLATION)

Fernando Carro is CEO at Bayer 04 Leverkusen Fußball GmbH since July 2018. Following his final exams at the German School in Barcelona, Carro successfully completed a training as industrial sales representative at BASF Española in Barcelona and his industrial engineer studies at Karlsruhe University in Germany. In 1993 he joined Bertelsmann AG in Gütersloh. Carro served Bertelsmann in senior management positions at the media as well as the educational section. Most recently, he led the Bertelsmann subsidiary Arvato, a service company with 70,000 employees, as chairman of the board. Alongside he represented Arvato as a member of the Bertelsmann SE board. Fernando Carro combines the enthusiasm for football with a high-level economic expertise. His goal as CEO of Bayer 04 Leverkusen is no less than to establish this fairly known and respected club as a premium football brand, globally.

FERNANDO CARRO
CEO,
Bayer 04 Leverkusen
Fußball GmbH



CATHRIN GILBERT, *Resp. Editor Soccer Department, DIE ZEIT*
Moderator



Photo: privat

12.10 PM ONE-ON-ONE

LEADERSHIP AND TEAM DEVELOPMENT: BEST PRACTICE

(GERMAN, ENGLISH TRANSLATION)

Stefan Thiele provides a range of services including executive and board search, leadership development, and leadership consulting. He is active in Egon Zehnder's global Industrial Practice, with a focus on energy, and sport management. Prior to joining Egon Zehnder, Stefan was Managing Director and CEO for various companies. Stefan has an MSc from the Technical University of Aachen, with a focus on energy economics.

STEFAN THIELE
*Consultant,
Egon Zehnder International GmbH*



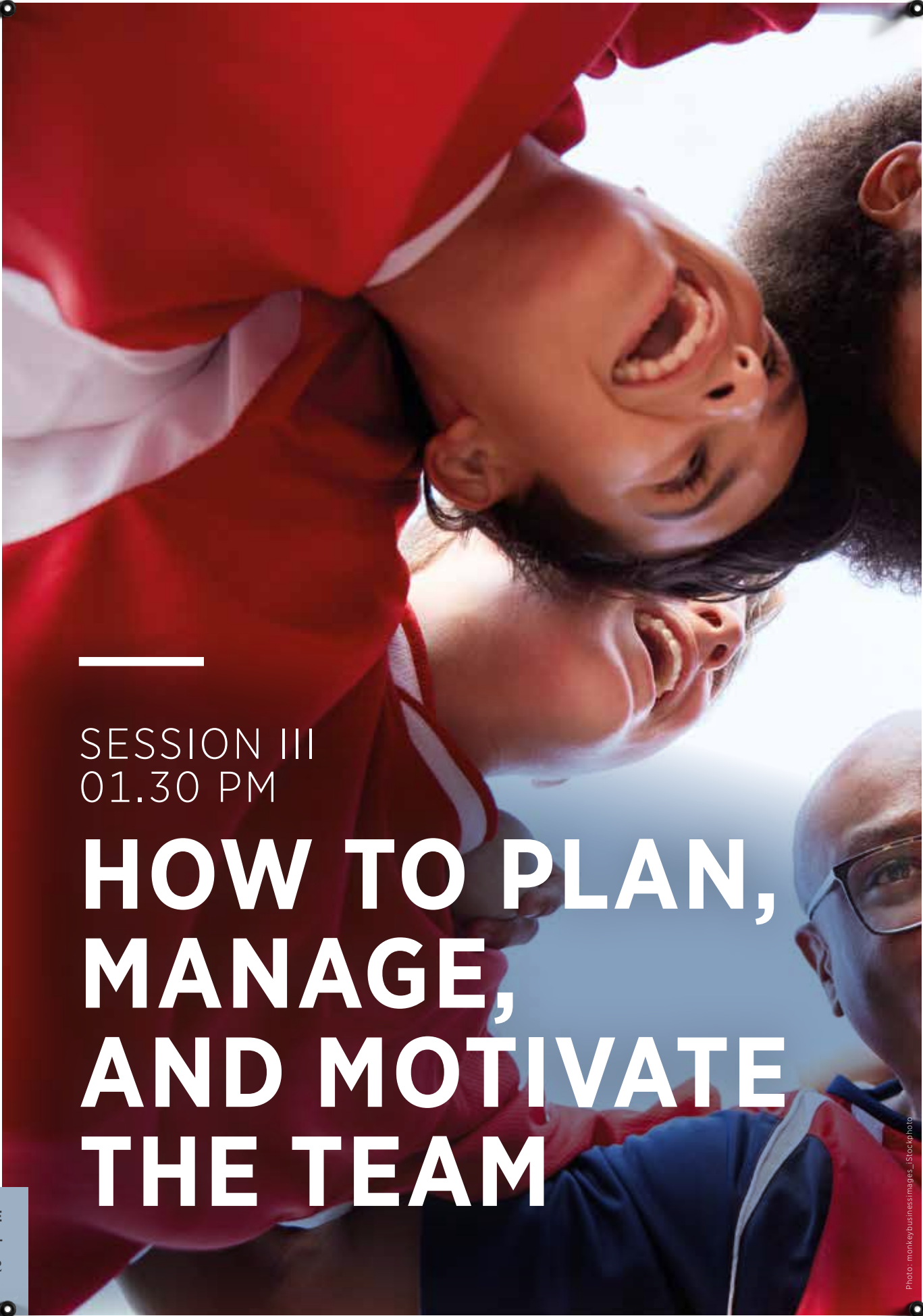
Oliver Fritsch, Jahrgang 1971, ist Sportredakteur von Zeit Online und Autor der Zeit. Seine Schwerpunkte sind Sportpolitik und Fußballanalysen. Er ist Gründer von hartplatzhelden.de, dem Videportal für Amateurfußball.

OLIVER FRITSCH
*Sportredakteur,
Zeit Online*
Moderator



Photo: Wolfgang Stahr

12.30 PM LUNCH BREAK



SESSION III
01.30 PM

HOW TO PLAN, MANAGE, AND MOTIVATE THE TEAM

SESSION III

01.30 PM ONE-ON-ONE

TOP OF THE BILL IN EUROPE — THE PSV ACADEMY

Ernest Faber is a former Dutch footballer and current coach. Faber grew up in Eindhoven and has played for PSV Eindhoven since the age of thirteen. In addition to leases with NEC, Sparta Rotterdam and FC Groningen, Faber was part of the PSV team for 12 years, winning four Eredivisie titles, a KNVB Cup and four Johan Cruyff Shields. After his active career, Faber has held numerous positions as a trainer in both the youth and professional fields. Among other things, he won the Dutch Cup at PSV in 2011 and the championship title at NEC and FC Groningen in 2015. Since 2018, Faber has been active as head of the young talent department at PSV.

**ERNEST
FABER**
*Head of Academy,
PSV Eindhoven*



Photo: Soccrates Images

JOCHEN BREYER, *Host, »Das aktuelle Sportstudio«, ZDF*
Moderator



Photo: Imago/foto2press

01.50 PM PANEL + Q&A

MANAGING THE TEAM: CONCEPTS IN COMPARISON (GERMAN, ENGLISH TRANSLATION)

Thomas Hitzlsperger was born in Munich in 1982 and performed as a professional footballer in England, Germany and Italy. In 2007 he won the German National League, achieved third place with his team in the 2006 world cup and became the runner-up in the 2008 European Championship. Currently Thomas Hitzlsperger is the head of sport of VfB Stuttgart, where he formerly officiated as Director of the youth academy, as well as a member of the executive committee – since 2017, the 52-time national player has been involved as a DFB ambassador for diversity.

**THOMAS
HITZLSPERGER**
*Member of the Board
(Head of Sport), VfB Stuttgart*





SESSION IV
02.50 PM

HOW TO BUILD THE BRAND & BUSINESS

Strategies and Tools in the Digital Age

Sebastian Kehl is a former German National soccer player. From 2002 to 2015 he was under contract with Borussia Dortmund, won three German Championships, the Cup in 2012 and played in two European Cup finals. During his national career for Germany he was runner-up with the national team in 2002 and third in 2006. Following his (active) sports career, Kehl worked for the German television broadcaster ZDF as a TV expert from 2016 to 2018 and continued his further education at various levels: He completed a management degree at UEFA, gained valuable professional knowledge at the DFB and the DFL and obtained certain Coaching Licenses. Since summer 2018 he has been the Head of Professional Football at Borussia Dortmund. Kehl also supports the Roterkeil.net project, which fights against child prostitution.

SEBASTIAN KEHL

*Head of Professional Football,
Borussia Dortmund*



Marcel Schäfer played for the VfL Wolfsburg between 2007 and 2017. During this time he won the German Championship (2009), the German Cup (2015) and the German Supercup (2015). He was also called up to the national team during this period. In March 2017 he realized his dream and went to Florida (USA) with his family. There he played for the Tampa Bay Rowdies and also did extensive management training in various areas. He returned to Wolfsburg in July 2018, and since then he has been working as Sporting Director for the VfL.

MARCEL SCHÄFER

*Sporting Director,
VfL Wolfsburg*



Moritz Müller-Wirth is Deputy Editor-in-Chief of DIE ZEIT. Prior to that, he had different positions with DIE ZEIT, FOCUS, Tagesspiegel and FAZ. Together with Bernhard Peters und Hans-Dieter Hermann he ist a co-author of the book »Führungs-Spiel – Menschen begeistern, Teams formen, siegen lernen«. In 2014 he was elected Sports Journalist of the Year.

MORITZ MÜLLER-WIRTH

*Deputy Editor-in-Chief,
DIE ZEIT*

Moderator



02.30 PM COFFEE BREAK

SESSION IV

02.50 PM INTRODUCTION

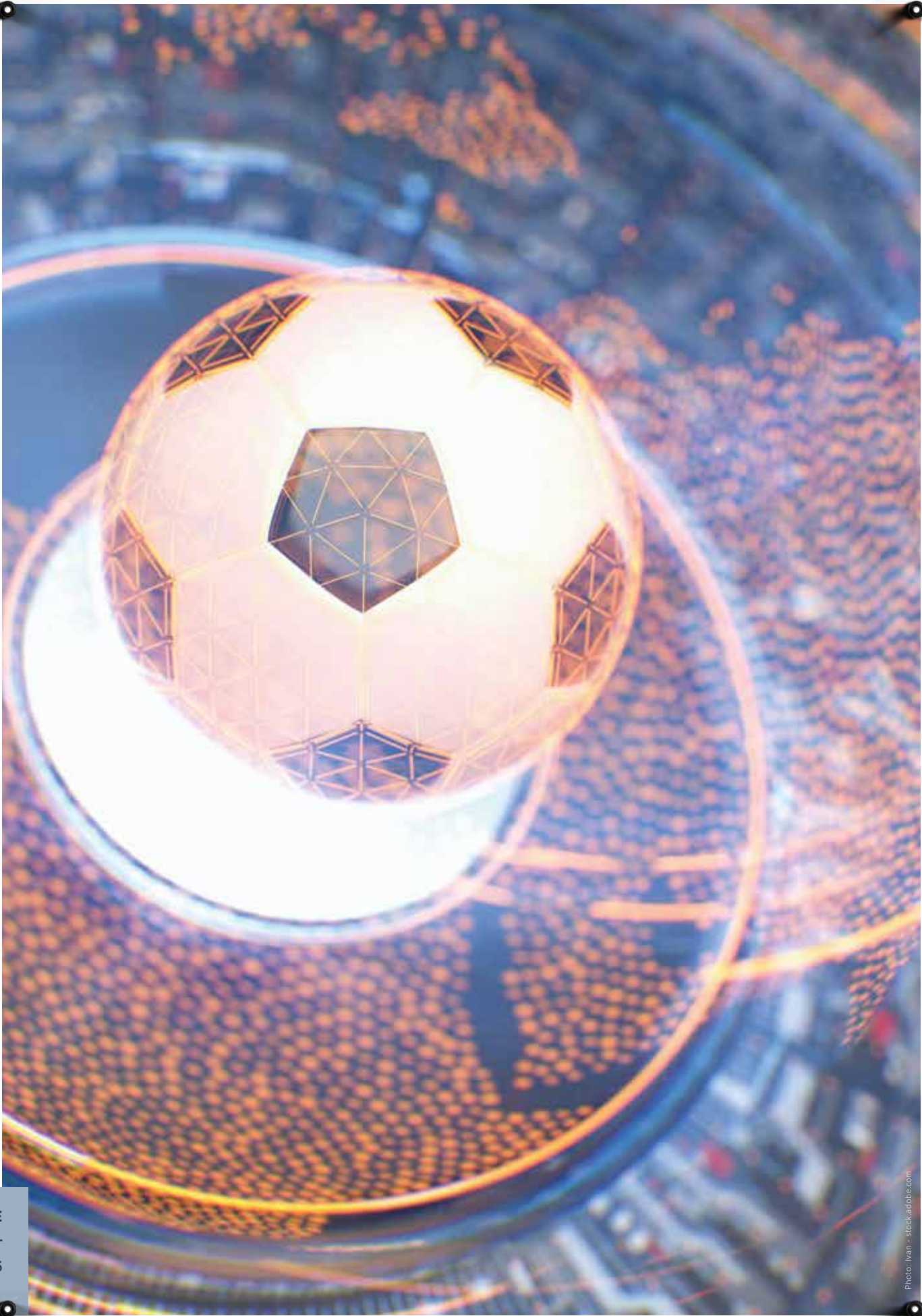
THE BUSINESS OF FOOTBALL – BRAND BUILDING AND MANAGEMENT IN TIMES OF DIGITIZATION

Professor Simon Chadwick is a researcher, writer, consultant, speaker, and academic with almost twenty-five years of experience working across global sport. He has expertise in marketing, commercial strategy, geopolitics and elite professional sport.

PROFESSOR SIMON CHADWICK

*Professor of Sports Enterprise,
University of Salford, Manchester*





03.10 PM PANEL

DIGITIZATION IN THE FOOTBALL BUSINESS: INNOVATIONS AND TOOLS FOR SUCCESS

Emma Chan is an Associate Partner in IBM iX, a Global Business Design Practice. IBM iX revitalises the core of IBM clients' businesses and realises opportunities that will define their future. She has been working to improve Customer Experience for her entire career, focusing on complex multi-channel business transformation projects. Emma currently leads a team working on Sports Transformation and Fan Engagement in the UK, and working with a number of enterprise clients on their digital engagement journeys.

EMMA CHAN

Associate Partner, Media and Entertainment Industries, IBM iX, Global Business Services IBM Europe



Photo: Mark Mackenzie

Axel Hellmann studied law in Würzburg, Bristol and Berlin. After international mandates in England and the U.S. he worked as a lawyer and partner at corporate law firm Winterstein Rechtsanwälte in Frankfurt from 2005 – 2012. At the same time, he worked as Vice President and Managing Director of the Executive Board of Eintracht Frankfurt e.V. from 2001 – 2012 and was a supervisory board member of Eintracht Frankfurt Fußball AG from 2003 – 2012. Since 01.06.2012 he is a member of the Executive Board of Eintracht Frankfurt Fußball AG.

AXEL HELLMANN

Member of the Executive Board, Eintracht Frankfurt



Lisa Ramuschkat has been a host and social media editor at SPORT1 since 2014. She is currently presenting »Split It«, the only live interview format on Instagram in the German-speaking region in which she hosts well-known professional soccer players. She is also a member of the on-air team for the weekly SPORT1 YouTube format »Transfermarkt-Show«. Born in Hamburg, she is also active as a field presenter at DFL Deutsche Fußball Liga for the international broadcasters and as an event presenter. Lisa Ramuschkat studied communication science and psychology in the Bachelor in Munich as well as sports, business and communications in the master course of studies in in Munich and in San Diego, California.

LISA RAMUSCHKAT

Host, SPORT1

Moderator



Photo: SPORT1

03.40 PM PANEL

NEW WAYS IN SPORTS MARKETING
(GERMAN, ENGLISH TRANSLATION)



EIKE DOERTE
BÜRGE

Head of IOC Program
Management,
Allianz SE

Eike joined the marketing division of Allianz SE in Munich in April 2010 as Global Brand Manager. In the last six years she was based in Singapore as Regional Head of Brand Management, establishing the brand & marketing function across the region. Today Eike leads the Olympic and Paralympic Program Management. Before joining Allianz, Eike, a trained goldsmith, was working as a Senior Consultant with BBDO Consulting in Munich. Eike holds a Diploma in Sport Management from the University of Bayreuth.



THOMAS
DE BUHR

Executive Vice President,
DAZN DACH

Since 01.07.2018 Thomas has headed the business of DAZN as Executive Vice President DAZN in Germany, Austria, and Switzerland. His focus is on increasing brand awareness, user numbers and strategic partnerships. Prior to this, Thomas worked successfully for the tech giants Twitter and Google. He gained experience with sports broadcasts at the RTL Group.



ROBERT
MÜLLER VON
VULTEJUS

Managing Director, Lagardère
Sports Germany; Managing
Director, U! Sports GmbH

Robert Müller von Vultejus, born in 1969, is Managing Director of Lagardère Sports Germany GmbH. In addition to his duties as a managing director in the German market, Müller von Vultejus also heads up the Business Development Europe Unit. The unit, consisting of international experts, is responsible for the identification and implementation of European and cross-business field growth projects. Robert Müller von Vultejus studied sports economics at the University of Bayreuth. He completed his studies in 1994 and in the same year, he commenced his career at UFA Sports GmbH as a manager in media rights marketing. From 1997 to 2002, Müller von Vultejus was responsible, as a member of the executive board, for the Europe-wide football business. In 2002, he became the director of Sportfive GmbH and managed the company's business in Germany. In the course of a management buy-out and the associated entry of the private equity company, Advent International, he became a member of the executive board and in 2004, he took over responsibility for the worldwide media rights business. In December 2007, Robert Müller von Vultejus left the Sportfive Group and in 2008, together with former high-ranking Sportfive employees, he founded the new UFA Sports GmbH, now known as U! Sports GmbH. UFA Sports GmbH was purchased by the Lagardère Sports Group in 2015 and since then it has been part of the global network of Lagardère Sports and Entertainment.



JOCHEN BREYER, Host, »Das aktuelle Sportstudio«, ZDF
Moderator

04.10 PM END OF CONFERENCE

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44. PRÄSIDENT
BARACK OBAMA
LIVE ERLEBEN

Präsident Obama wird die Konferenz am 29. September eröffnen und über seine Zeit im Amt und seine Gedanken über Führung in der Welt sprechen. Erleben Sie den Auftritt von reservierten Plätzen!

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NETWORKING

29. SEP. - 1. OKT. 2019
MÜNCHEN

"A wonderful symbiosis of tradition and innovation."
Carice van Houten
Artist - famous for Game of Thrones

"A great platform to promote your company."
Philipp Lahm
Investor
Partner Fanmiles
Former Captain of German National Soccer Team

"A good hunting ground."
Andy Cunningham
Former PR advisor to Steve Jobs at Apple, Pixar and NEXT

"I am fascinated about meeting these people here who are going to change our world."
Nico Rosberg
Former F1 World Champion and Investor

5TH INTERNATIONAL
FRANKFURT
FOOTBALL
SUMMIT

Date:

September 3, 2019

Location:

Villa Kennedy, Frankfurt
Ballroom

Guest Management:

Jan Heißler
+49 69 / 79 40 95 - 65
jh@convent.de

Registration:

www.convent.de/football_registration

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