



FPF  
**FOOTBALL**  
AND OTHER  
**TALKS**  
PORTUGAL 2017

**22-24 MARCH 2017**  
ESTORIL CONGRESS CENTRE  
Estoril · Portugal



# 2015 Edition

Football's present and future. These were the main focuses of the Football Talks international conference, organised by the Portuguese Football Federation in order to leave an indelible mark on its centenary commemorations. After the inaugural Football Talks conference in 2011, organised by the Portuguese League, the initiative returned for two and a half days of unique and memorable debates.

Footballers, coaches, directors, academics, journalists, students of football social impact and fans - all, were fascinated by the ideas transmitted by speakers such as Gianni Infantino, Pierluigi Collina, Emilio Butragueño and Gérard Houllier, to mention just a few of the biggest names who were present at Estoril.



Fernando Santos / Portugal coach



Patrick Vieira



Emilio Butragueño / Director of IR of Real Madrid F.C.



Gianni Infantino / General Secretary UEFA



Fernando Gomes / President FPF

# Football Talks 2017

Football Talks-2017 promises to consolidate its prominent position as an important stage for reflection about the most structural and pertinent topics in world football. The efforts made to bring the best speakers to the event are again in evidence through the confirmation of the presence of Gianni Infantino (FIFA President), Aleksander Čeferin (UEFA President), David Elleray (IFAB Technical Director) and Gary Stevenson (MLS President),

among many other illustrious, experienced and well-known personalities linked to the beautiful game.

Keeping in step with the innovative advances of a globalised world, the event will include some surprises and also a forecast of the main future trends we can expect.



# Meet our speakers



**Aleksander Čeferin**

President,  
UEFA  
SLOVENIA

Aleksander Čeferin was born in Ljubljana, Slovenia on 13 October 1967. A graduate of Ljubljana University's law faculty, Aleksander Čeferin went on to work for his family's law firm, and developed a special interest in representing professional athletes and sports clubs. He later took over from his father as company director. He first took a formal interest in local football in 2005 through his work with the executive board of KMN Svea Lesna Litija, one of Slovenia's most successful futsal clubs. A member of the executive committee of amateur side FC Ljubljana Lawyers since 2005, he served as a member at NK Olimpija Ljubljana from 2006-11. A married father of three, fluent in English and Italian, Aleksander Čeferin was elected as Football Association of Slovenia president in 2011. He has also served as a second and third vice-chairman of the UEFA Legal Committee since 2011. Aleksander Čeferin was elected as UEFA's seventh president at the 12th Extraordinary UEFA Congress in Athens in September 2016, and automatically became a vice-president of the world body FIFA.

Source: uefa.com



**Daniel Chao**

Co, CEO,  
Halo Neuroscience  
U.S.A

Dr. Daniel Chao is a neurotech entrepreneur, specializing in devices that improve brain performance. Currently, Dr. Chao is co-founder and CEO of Halo Neuroscience, a venture-backed human performance company based in San Francisco. The company's first product, Halo Sport, is the world's first neurostimulation system built specifically for athletes. Prior to Halo, Dr. Chao was the head of business development at NeuroPace, where he helped create the world's first closed-loop neuromodulation device for the treatment of epilepsy. Before NeuroPace, Dr. Chao was a consultant at McKinsey & Company in the New York office, and he received his M.D. and M.S. in neuroscience from Stanford University.



**David Elleray**

Technical Director, International  
Football Association Board (IFAB)  
ENGLAND

David Rolland Elleray was born on September 3, 1954, in Dover (England). His education, received at Dover Grammar School for Boys, had a strongly marked physical component and the passion for sports activity came as a natural consequence. He has always combined his taste for refereeing with teaching (he was a Geography teacher in a public school) and his teacherly style, respectful of the rules, when he officiated the matches was always his distinctive feature. With an enviable curriculum, he belonged to the English refereeing elite between 1986 and 2003, and officiated some of the most important matches of domestic competitions during that period of almost two decades. At international level, he also had a relevant career and wore FIFA badges, between 1992 and 1999: his presence in the final round of Euro-96 and the appointment for the match of the European Super Cup in 1997 were two of the highlights. His passion for refereeing did not finish with the end of his career on the fields. David Elleray is the current chairman of The FA Refereeing Committee, a member of UEFA Referees Committee and Technical Director of the IFAB.



**Gary Stevenson**

President,  
Major League Soccer  
U.S.A.

Gary R. Stevenson was named president and managing director of MLS Business Ventures in August 2013. Stevenson oversees the domestic and international commercial business of MLS which includes Soccer United Marketing (SUM), media and broadcasting, digital, club services, marketing, consumer products, special events and content creation and distribution. Prior to coming to MLS, Stevenson was President of Pac-12 Enterprises, where he was the first employee and successfully launched a diversified and integrated media company, including the Pac-12 Networks, the Pac-12 Digital Network, and Pac-12 Properties. After just one year in existence and having televised and streamed 550 live events, the Pac-12 Networks were named as a finalist for the SportsBusiness Journal's "Best in Sports Television" award in 2013. From 1987 to 1994, Stevenson propelled growth and innovation at the PGA TOUR as executive vice president of business affairs, where he was responsible for all television and marketing initiatives, including the creation of the TOUR Championship, the Presidents Cup, the Champions TOUR and what is known as the Web.com TOUR today.

Source: mlssoccer.com



### **Geir Thorsteinsson**

President,  
Iceland FA

**ICELAND**

After representing KR Reykjavík at all youth levels, Geir Thorsteinsson moved into refereeing in his teens, officiating at senior levels as well as coaching young players; combined these duties with positions in the KR administration, initially as club secretary, then as a member of the board and vice-president.

Joined the Football Association of Iceland (KSI) as office manager in 1992, becoming general manager five years later and then being elected president in 2007. His success in coach education and infrastructure development were crowned as Iceland competed at the UEFA Women's EUROs in 2009 and 2013, and qualified for the 2011 mens' UEFA European Under-21 Championship. Thorsteinsson was elected for a fifth term at the helm in February 2015.

Thorsteinsson said: "We have tried our best to build for the future, both in terms of stadiums and indoor sports halls as well as coach education, and that has paid off. Youth participation is increasing and we can see many young, talented players, both boys and girls, making the step up in technical terms."

Source: uefa.com



### **Gianni Infantino**

President,  
FIFA

**SWITZERLAND**

Before being elected FIFA President, Gianni Infantino was the UEFA General Secretary since October 2009, having joined the organisation in 2000. He led a team of over 400 staff which has helped further strengthen both national team and club football in Europe and UEFA's role as a respected and credible international governing body.

At the helm of UEFA's administration and together with the Executive Committee, he has intensified UEFA's work to provide a democratic and sustainable environment for European football. This has been achieved through initiatives such as Financial Fair Play, improved commercial support and an increased role in the decision-making process for Member Associations of all sizes, and the development of UEFA's competitions at every level of the game - including the exponential growth of the UEFA Champions League and the expansion of the UEFA European Football Championships.

Gianni led the fight against social ills and threats to the integrity of football in Europe, including all forms of racism and discrimination, violence and hooliganism, and match-fixing.

Source: fifa.com



### **Jerry Jacobs Jr.**

Co-CEO, Delaware North  
Alternate Governor, Boston Bruins

**U.S.A.**

Mr. Jacobs's professional involvement with Delaware North began more than thirty years ago. He was named chairman of Delaware North's flagship subsidiary, Sportservice, in 1995 and successfully developed and launched name-brand initiatives in retail and fine dining. Under his leadership, Sportservice flourished and today includes contracts with some of the world's most high-profile sports clients and venues, including the St. Louis Cardinals at Busch Stadium, the Green Bay Packers at Lambeau Field, and the New York Jets and Giants at MetLife Stadium, as well as London's Wembley Stadium and the Sydney Cricket Ground.

Mr. Jacobs was named executive vice president of Delaware North in 1991. Prior to joining the company he was a financial analyst with the Money Market Group at Paine-Webber, Inc. in New York.



### **Karl-Heinz Rummenigge**

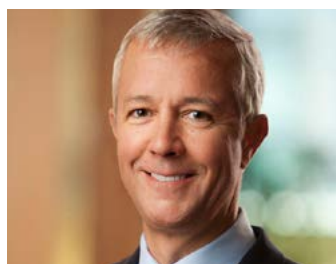
Chairman,  
European Club Association (ECA)

**GERMANY**

Karl-Heinz Rummenigge was born on 25 September 1955, and joined Bayern from Lippstadt in 1974. The Germany international played for the club professionally until moving to Inter Milan in 1984. During his active footballing career he scored 162 goals in 310 Bundesliga appearances and collected Intercontinental Cup (1976), European Cup (1975, 1976), Bundesliga (1980, 1981), DFB-Cup (1982, 1984) and UEFA European Championship (1980) winner's medals, as well as two World Cup runners-up (1982, 1986) and two European Player of the Year awards (1980, 1981).

An honorary captain of Bayern, Rummenigge was vice president from 1991 to 2002. As chairman he is responsible for management control and communication, representation in national and international committees, coordination with the supervisory board and supervising fan club affairs. In addition Rummenigge is chairman of the European Club Association (ECA) and a member of the UEFA strategic advisory committee for professional football.

Source: fcbayern.com



### **Lou Jacobs**

Co-CEO, Delaware North  
Alternate Governor, Boston Bruins

**U.S.A.**

Louis M. Jacobs is Co-Chief Executive Officer of Delaware North, a hospitality and food service company that is one of the most admired family-owned and operated companies in the world. Delaware North has annual revenues of \$3 billion and more than 60,000 employees, and they serve half a billion customers annually on four continents. As Co-CEO, Mr. Jacobs provides stewardship to the 100-year-old Delaware North and its operating subsidiaries, which include industry leaders in food and retail operations at airports and sports venues, sports facility ownership and management, operations of parks and major tourist attractions, hotel ownership and management, and gaming operations.

Mr. Jacobs' professional involvement with Delaware North began more than thirty years ago. In 1995 he was named executive vice president after serving as president of Delaware North Companies International, during which time he oversaw the subsidiary holdings in the Pacific Rim, Middle East, and Eastern Europe. Prior to that Mr. Jacobs was the chairman of Delaware North's Australia division. He first came to the company with a focus on Delaware North's pari-mutuel and gaming operations, and had responsibility for operations, business strategy, and expansion of the company's pari-mutuel holdings. Delaware North's current gaming portfolio now includes regional casinos and venues in seven states.



### **Nuno Moura**

Marketing Director,  
Portuguese FA

**PORTUGAL**

The "Leaders Under 40" award he was recently attributed by the Leaders consultancy and by the Aspire Academy consolidated his reputation, at 34 years of age, as the world's best digital strategist in the sports field, but this is only the public face of a career that has spanned 13 years. A communication sciences graduate from the University of Minho (Braga), he knew from an early age that his future would be closely intertwined with sport.

Before embracing the challenge to lead Nike's digital marketing department in 2011, he spent four years in London, at MTV, maturing his ideas which he says was an essential phase in his learning path. Nuno Moura has managed projects of brands such as Coca-Cola, Fiat, Alfa Romeo, Pantene, Head n'Shoulders and Malibu, and also successfully coordinated campaigns for Euro 2016, the 2016 Olympic Games, Copa America 2016, the 2014 World Cup and Euro 2012.

In November 2016, he became the marketing manager of the Portuguese Football Federation, which is his current position.



### **Nuno Santos**

Head of The Story Lab for  
Iberia and SSA

**PORTUGAL**

Nuno Santos was born on 19 April 1968 and has been immersed in the world of media since an early age, beginning in radio when he was 17 years old. He was a producer and presenter at Rádio Comercial, before moving into television.

He was part of the team that founded SIC, the first private TV channel in Portugal, and SIC Notícias (SIC News), the country's first 100% news-dedicated cable channel.

He was the director of information at SIC Notícias, and later programme and content director at RTP and again at SIC. He returned to RTP again as director of information.

Throughout his career Nuno Santos has kept in permanent touch with several of the key players involved in television and the press. In 2013 he embraced a new project in Africa, overseeing the content management with the Portuguese language partners of Multichoice, a South African TV operator that broadcasts in 49 countries, including Angola and Mozambique.

In 2016 he moved to the Story Lab international platform, where he was in charge of the content and programming department and the business unit for Portugal, Spain and Sub-Saharan Africa.



### **Nuno Teles**

Marketing Director,  
Heineken USA

**PORTUGAL**

Nuno Teles is Heineken USA's Chief Marketing Officer. Since his appointment in early 2014, Teles has driven the 3Ss marketing strategy, focusing the team behind Science, Story and Speed, delivering top creativity and thought leadership in digital across the entire HUSA portfolio, with relevant industry recognition.

Most notably, Heineken brand's 2014 Cannes Creative Marketer of the Year award. Teles was also named to AdWeek's top 50 list of most influential marketers, buyers and sellers in the U.S.

Prior to his current role, Teles served as the CMO for HEINEKEN Brazil, during which time he grew the Heineken brand by 500% over four years and helped it achieve the top market share position among all premium imported brands in the country. Teles began his career with Unilever, spending eight years in a variety of marketing and innovation roles across Europe, had his own business and acted as Global CMO of Scottish & Newcastle group before Heineken's acquisition.

A native of Portugal, Nuno holds an Executive MBA at IMD Business School Switzerland and graduated in Business Administrations at Universidade Catolica Portuguesa. He lives in New York City with his wife and four daughters.



### **Wendell Silva Lira**

Professional  
videogame player

**BRAZIL**

Wendell Silva Lira was born on January 7, 1989 in Goiânia. He followed the dream of millions of Brazilian young men and managed to fulfil it becoming a football professional player and having even represented his country in the national team.

On 11 March 2015 he scored an incredible goal in the state championship, recognised in the 2016 FIFA gala as the best of the season. Wendell took Puskas Award and beat Messi and others in the voting. Nothing would be the same again... but things didn't turn out exactly as expected. The player himself explains it: "When everybody expected me to make a deep change in my career, I actually did. But in a surprising way. Exactly 200 days after having been seen by the entire world beating all the stars of world football, I announced my retirement. On 28 July 2016 WLPSPKS was born. It is my Youtube channel combining two of my passions: football and videogame."

Virtual sports have always fascinated Wendell Lira. And he curiously discovered his main vocation during the days of the Puskas Award. "During FIFA event, Abdulaziz Alshehri invited me to play a football videogame. I beat him 6-1 and then I realised he was... the world champion!" He then understood that the future was in the game consoles.

# Registration

	GENERAL PUBLIC		UNIVERSITY STUDENTS	
Registration	Before 22nd January	From 23rd January	Before 22nd January	From 23rd January
	135€	150€	68€	75€

Included in registration

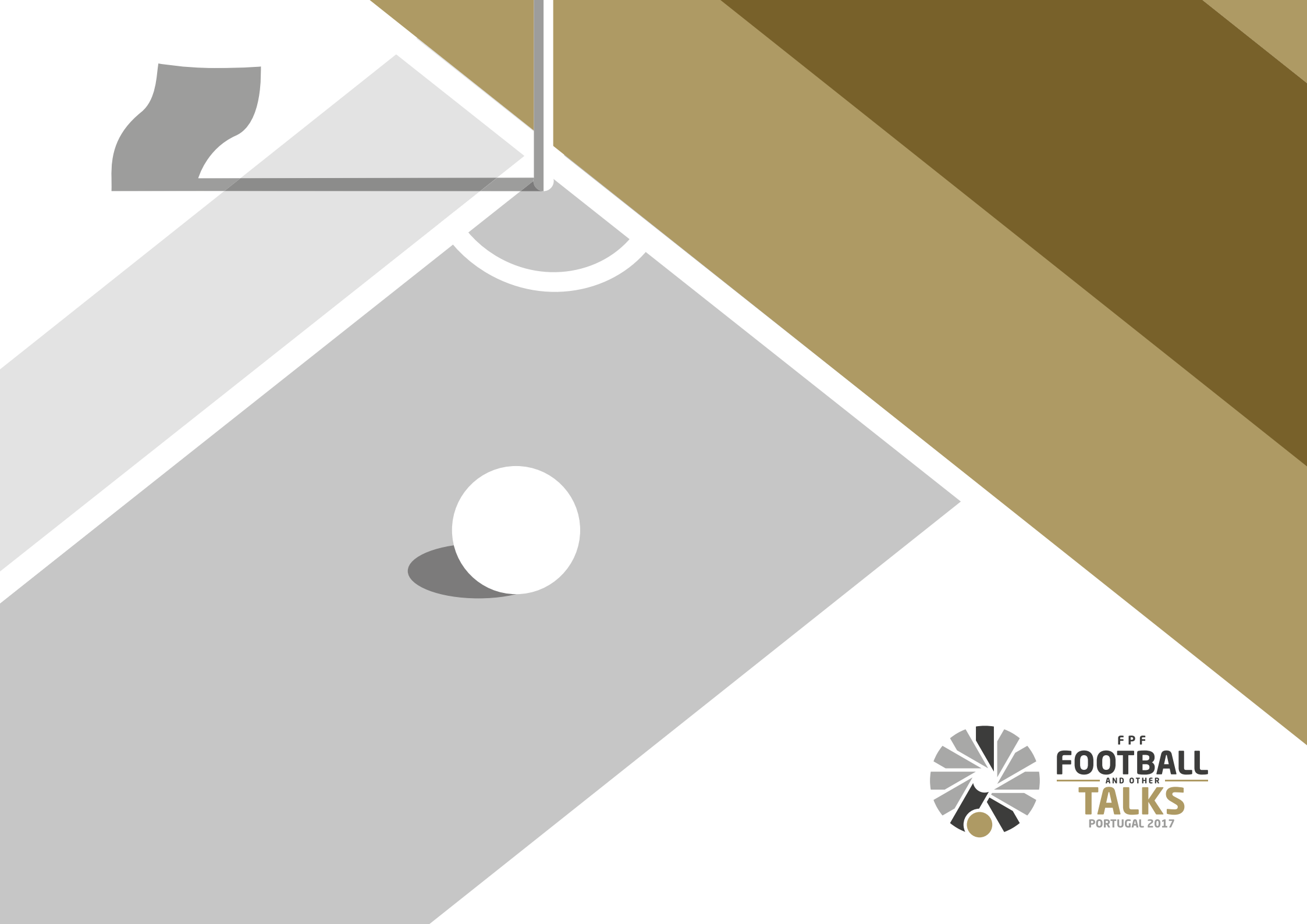
Access to the sessions

Football Talks documents

Coffee breaks

Certificate of attendance





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