

# JAIRBERTONI

## BIOGRAPHY



**Jair Emanuel Bertoni** was born on 30 August 1978, in Buenos Aires, Argentina. Son of a FIFA World Cup winner (Ricardo Daniel Bertoni), Jair's passion for football began at a very early age.

He has a bachelor degree in Economics and Marketing (with honours) from the **Argentine University of Enterprise** (Universidad Argentina de la Empresa). In 2005, he got his postgraduate degree in **Management, Law and Humanities of Sport at the CIES-FIFA International Master**.

Following his postgraduate studies, Jair worked as Head of Administration (COO) of the **Association of European Professional Football Leagues (EPFL)** for almost 10 years. The entity is representing the voice of the 31 major European football leagues and associations of clubs at international level. Since the constitution of the Association, Jair has constantly managed the relations with senior authorities of football governing bodies (such as FIFA, UEFA, FIFPro, ECA, etc.), as well as European and international political institutions and national governments. He has been also member of several bodies within the framework of **UEFA (Working Group (WG) on Calendars, WG on Intermediaries, WG on Transfer Matters...)** and the **European Social Dialogue (Task Force for the Implementation of the Autonomous Agreement, ESD Steering Group...)**. At the EPFL, in his capacity of administrator of the main decision-making bodies of the EPFL (General Assembly and Board of Directors), Jair has been accountable for the implementation and follow-up of their decisions and initiatives. Moreover, he has been in charge of the administration, co-ordination, articulation and supervision of all operations and projects performed by the EPFL Bureau.

Currently, he is a well-known professional in the football sector in Europe, devoting his knowledge and experience to contribute to the development of the game and enhancement of its management and quality on and off pitch, with the ultimate goal of maximizing its sporting, social, cultural and economic values. To this end, Jair has been providing suitable advice to football leagues and associations of clubs on legal, political, commercial, licensing, sporting and social related matters and supporting their activities to effectively develop their internal organization, governance and key activities, promoting their legitimate interests and ensuring the growth of their competitions, role and core competences at the national level. He is also exerting functions as **UEFA Venue Director** for European club competitions (UCL and UEL) and performing projects as **FIFA consultant** within the professional football domain.

During his career as a professional football specialist, Jair has been consulted by other professional football leagues outside Europe with the objective of assisting them throughout their entire creation process and the advancement of their business and sporting models. He works closely with colleagues from a wide range of nationalities, understanding their cultures and idiosyncrasies in a business environment, profiting of his social, communicational and presentational skills in diverse languages (English, Spanish, Italian, Portuguese and French) and promoting a constructive team spirit to adapt each project and practices to the different local realities and the needs of each domestic football.

From an academic perspective, he has developed various research projects and studies, building a broad professional football hub. Furthermore, he is as keynote speaker in courses of sport management and law organized around the globe by **FIFA** and **CIES** as well as **Rex Sport**, among other institutions.

Based on hard-work, mutual respect, trust, a transparent and ethical approach, he has been able to build an extensive network constituted by several high-level personalities and authorities of the international and national football landscape.

**As a football executive, he has a sound knowledge of every aspect of the game, wishing continuously to commit himself to the positive enlargement of football worldwide, monitoring the latest trends of the football sector and finding solutions to its problems and future challenges.**