

Template for applicants for EASM Board elections 2022

Candidate details	
Last name:	Junod
First name:	Thomas
Gender:	Male
Nationality:	Swiss
Affiliation	
Name of the organisation:	UEFA Academy
Position held:	Head of UEFA Academy
Brief description of duties:	The UEFA Academy is training sport administrators, specialists and players to ensure the continuous development and the upskilling of professionals working in sport. As the head of the UEFA Academy, I am supervising our 20+ programmes and initiatives and I am in charge of the development of our activities. We have close and extensive cooperation with the academic world in connection to both education and research.
EASM Board	
Please, briefly describe your experience, skills and competences (if any) in the following areas that you consider useful for a position in the EASM Board.	
Current & previous EASM involvement:	Since the EASM conference in Torino in 2007, I have been involved as a participant in eight other EASM conferences in which I frequently presented research papers. Therefore, I have an excellent good knowledge of the conference and the expectations of its participants. I am well connected amongst the EASM community and have been developing cooperation on both research and education with many sports management specialists, programmes and universities across Europe.
Strategic management & leadership:	From a professional perspective, I am leading the UEFA Academy team and am ultimately in charge of the strategy of the business school and its development. At an academic level, I have been teaching

	<p>“strategic management applied to sports organisations” at the University of Lausanne over three years (2 hours per week over a Semester) and have been doing research on this topic.</p>
Learning & teaching:	<p>I am a qualified learning and development professional. I am part of the “Chief Learning Officer Circle” of IMD Business School and regularly attend programmes and conferences on this topic. I am used to give lectures and presentations on various topics for students of various levels (bachelor, master, MBA and vocational education).</p>
Research & scholarly activity:	<p>I have publications in academic journals and edited books, mostly on the impacts of sports events on their hosting territories. I have also performed several cost-benefit analyses. I was a teaching and research assistant at the University of Lausanne and was a lecturer for three years for masters’ students.</p>
Practitioner & sport industry experience:	<p>I have been working for over fifteen years at UEFA where I created the UEFA Academy which can be described as “the business school of UEFA”. We deliver 20+ personal development programmes for professionals working in the football/sports industry. Prior to joining UEFA, I had mostly an academic career in parallel to practising sports journalism for various media in Switzerland.</p>
Internationalisation:	<p>In my job at UEFA, I am in daily contact with a vast international network of contacts and stakeholders in sport. The UEFA Academy is delivering programmes all over the globe (not only in Europe) and I am spending more nights abroad than at home (not sure it is a good thing!).</p>

Marketing:	I have good understanding of the main marketing techniques and a strong interest for this field. It is however not my area of specialisation.
Project management:	I have some good knowledge of the main principles of project management and of the recent evolutions in this field. I have been a project leader on various projects.
Finance & accounting:	I am in charge of the budget of the UEFA Academy. I am an economist by training (master's level).
Legal:	This is not my core area of competency although the UEFA Academy delivers various programmes and lectures dedicated to sports law.
Additional personal statement:	I have always considered sound academic research as being of critical importance to inform the decisions of sports organisations. As an EASM Board member, I would like to contribute to bridging the gap between the academics working in sport management and the sports organisations. I am extremely well-connected in international sports organisations and in European football both at an international and national level. I believe EASM has a potential to grow and to become more impactful in developing further relations with sports practitioners and their organisations. This will be my priority commitment if I am elected.
Nominators	
Nominator 1	Tim Pawlowski Full Professor of Sport Economics University of Tübingen, GER
Nominator 2	Aila Ahonen Principal Lecturer, Team Leader Jamk University of Applied Sciences, School of Business, FIN