

#### **About Us**

Beyond being a full-service sports marketing agency, TEAM is a trusted advisor. For over 30 years, our team has helped build some of the best football competitions – including the UEFA Champions League and the UEFA Europa League— while also building a thriving network of long-standing commercial partners. With offices in Lucerne and London, we contribute expertise in commercial strategy, sales, marketing, legal and regulatory matters, and partner and operational management across media, sponsorship and licensing rights. We are committed to #winningtogether.

#### Vision

Be the best place to develop a career in the sports marketing industry.

- 1 Cultivate a TEAM community that allows all staff to thrive;
- 2 Promote clear and transparent communication; and
- 3 Focus on developing individuals and fulfilling careers.

## **Objective**

Drive the commercial success of European club football.

- 1 Optimise commercial value of the competitions;
- 2 Deliver market-leading sales results; and
- 3 Maximise partners' return on investments.

#### **Values**

Ambitious

Connected

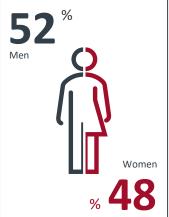
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# Facts & Figures

168

**Employees** 











### **Services**

## **Strategy**

Competition design and structure Commercial concept development Rights valuation



### Media

Global sales Partnership management Rights delivery

## **Sponsorship and Licensing**

Global sales Partnership management Rights delivery



Digital strategy and implementation Brand development and management Insights application













## **UEFA Men's Club Competitions Leadership Team**



Simon Crouch Chief Executive Officer



Tom Houseman General Counsel



Ian Warbrick Managing Director of Marketing Sales



Iain Downie Managing Director of Development, Marketing & Partner Operations



Oliver Holland Managing Director of Media Rights

# **Group Board**



Bernhard Burgener Chairman of the TEAM Group Board



Jamie Graham Executive Vice Chairman, Delegate of the TEAM Group Board



Peter Von Büren Member of the TEAM Group Board