



# SPIELMACHER

WHERE EUROPE'S FOOTBALL COMMUNITY MEETS

PROGRAMME OCTOBER 20TH

Hosted by Derek Rae

## MAIN STAGE

8:30 AM | Gates Open


# MAIN STAGE

9:30 - 10:20 AM | New Heights of Women's Football. Finally on top of the sports industry



- Annika Grälls, Chairwoman, Chairperson of EFD Elitfotboll Dam and Board Member at Sweden Football Association
- Arianna Criscione, Director of Women's Football, N3xt Sports & former Professional Football Player
- Tatjana Haenni, Director Women's Football, Swiss Football Association

10:20 - 11:00 AM | Women's Football – an overview of the German development

- Thomas Eichin, Director of Academy and Women's Football, Bayer 04 Leverkusen 
- Svenja Schlenker, Head of Women's Football, Borussia Dortmund
- German Schulz, Head of Brand Management, VfL Wolfsburg
- Felicia Mutterer, Co-Founder, FC Viktoria Berlin

11:00 - 11:20 AM | The German side of MLS. Is American soccer getting Europeanized or the opposite way around?

- Lutz Pfannenstiel, Sporting Director, St. Louis City SC 

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11:20 AM - 12:00 PM | Football Performance and Analysis. 


The role of data and innovation in the pitch results

- Luke Benstead, Head of Performance Analysis and Innovation, Royal Belgian FA
- Bartosz Bibrowicz, Head of Performance, Legia Warsaw
- Maximilian Schmidt, Co-Founder KINEXON Sports & Media GmbH, Kinexon
- Sascha Härtel, Head of Performance, Science, TSG 1899 Hoffenheim


12:00 - 12:30 PM | Is the Sport Director a glorified scout, or a strategic function in a modern professional football club? - Powered by LTT Sports 

- Eric Abidal, Former French National Player and FC Barcelona Icon
- Olivier Jarosz, Board Member, LTT Sports

12:30 - 14:00 PM | Lunch Break & Networking

14:00 - 14:50 PM | Sustainability in German Football and solutions for European clubs 

- Nicole Kumpis, President, Eintracht Braunschweig
- Jan Lehmann, Former Chief Commercial Officer at 1. FSV Mainz 05
- Prof. Dr. Jan Mayer, Managing Director, TSG 1899 Hoffenheim
- Max Sorst, Senior Director Sustainability, SPORTFIVE

14:50 - 15:30 PM | The Future of Broadcasting – How Gen Z changes the game 

- Haruka Gruber, Senior Vice President Media, DAZN DACH
- Dominik Scholler, Head of Audiovisual Rights, DFL

15:30 - 16:00 PM | Coffee Break & Networking

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MAIN STAGE



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16:00 - 16:20 PM | kicker business solutions – Expanding a brand of tradition 


- Klaus Smentek, Creative Director, kicker business solutions
- William Harrison, Content Manager, kicker business solutions

16:20 - 16:50 PM | How live player and ball tracking debuted in Liga Portugal, and changed the perspective of the game 

- Maximilian Schmidt, Co-Founder KINEXON Sports & Media GmbH, Kinexon
- Pedro Teles, Sponsorship Manager, Liga Portugal
- Marc Hohenberg, CEO & Co-Founder, Rapid Peaks
- Guilherme Pinheiro, Sport Scientist, KINEXON

16:50 - 17:10 PM | Unlocking the business. B2B growth hack 

- Bastian Willers, Growth Lead & B2B Growth Hacking Consultant, Unlock Growth

17:10 - 17:50 PM | Looking already ahead to FIFA World Cup 2026 – Powered by the German Football Ambassador 

- Torsten Frings, Former German National Player and SV Werder Bremen Icon
- Roland Bischof, President, German Football Ambassador

17:50 - 18:00 PM | Closing Remarks 

- Philip Zimmer, Executive Director, Spielmacher
- Oscar Ponti, Head of Events, Spielmacher
- Karim Jillab, Head of Partners Management, Spielmacher

18:00 PM | Aftershow Party presented by Match IQ

00:00 AM | Gates closed

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## INSIGHT STAGE

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8:30 AM | Gates Open

9:50 - 10:10 AM | The Club behind the kit: the making of Venezia FC

- Gianluca Santaniello, Business Area Director, Venezia FC



10:10 - 10:30 AM | Reintroducing inhouse partnership sales and marketing within football clubs – how to configure it sustainably successful

- Dirk Schlünz, Managing Director Commercial, 1. FC Nürnberg



10:30 - 11:00 AM | eFootball: Leading the digital strategy of the football businesses

- Lars Prübmeier, Manager eFootball / Digital Marketing, DFB
- Alex Mühl, Director Marketing / Digitalisation, Borussia Dortmund



11:00 - 11:20 AM | Boost your fan engagement and loyalty with interactive marketing and zero-party data

- Gilles Lenaerts, Sales Manager Benelux & Nordics, Qualifio
- Christian Mettner, Sales Manager DACH, Qualifio
- Sophie M'Sallem, Marketing Manager, R.S.C. Anderlecht



11:20 - 11:40 AM | A look back and a look forward on the football transfer market – a chat between colleagues

- Rolf Fuhrmann, Sport Reporter, Former Sky DE Moderator
- Florian Plettenberg, Sky Reporter, Sky DE



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11:40 AM - 12:10 PM | Women's Football Development: Experiences around the world – Powered by the German Football Ambassador

- Anja Zivkovic, Women's Football Expert and FIFA Instructor



12:30 - 14:00 PM | Lunch Break & Networking

14:00 - 14:30 PM | The brand power of the football club and its global commercialization



- Luis Arregui Jurado, Head of International Business, CA Osasuna
- Christoph Winterling, Commercial and Marketing Director, FC Bologna
- Martin Geisthardt, Head of Marketing, FC St. Pauli

14:30 - 15:00 PM | Trends in the financing of football clubs, illustrated by Werder Bremen's Mid Cap Bond 2026



- Daniel Bruss, Financial Director, SV Werder Bremen
- Lars Hülsmann, Managing Partner, GSG Europe and Founder, Wallberg Capital

15:00 - 15:30 PM | The Complexity of Football: An integrative talk about today's disciplines



- Manuel Baum, Managing Director, BNE Sports

15:30 - 16:00 PM | Coffee Break & Networking

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16:00 - 16:20 PM | TSG is Movement – "Common value approach" as a future strategy for TSG Hoffenheim 

- Stefan Wagner, Corporate Development at TSG 1899 Hoffenheim

16:20 - 17:20 PM | How Hexagon uses technology to future-proof stadiums 

- Roland Raith, Director Business Development Public Safety EMEA, Hexagon

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