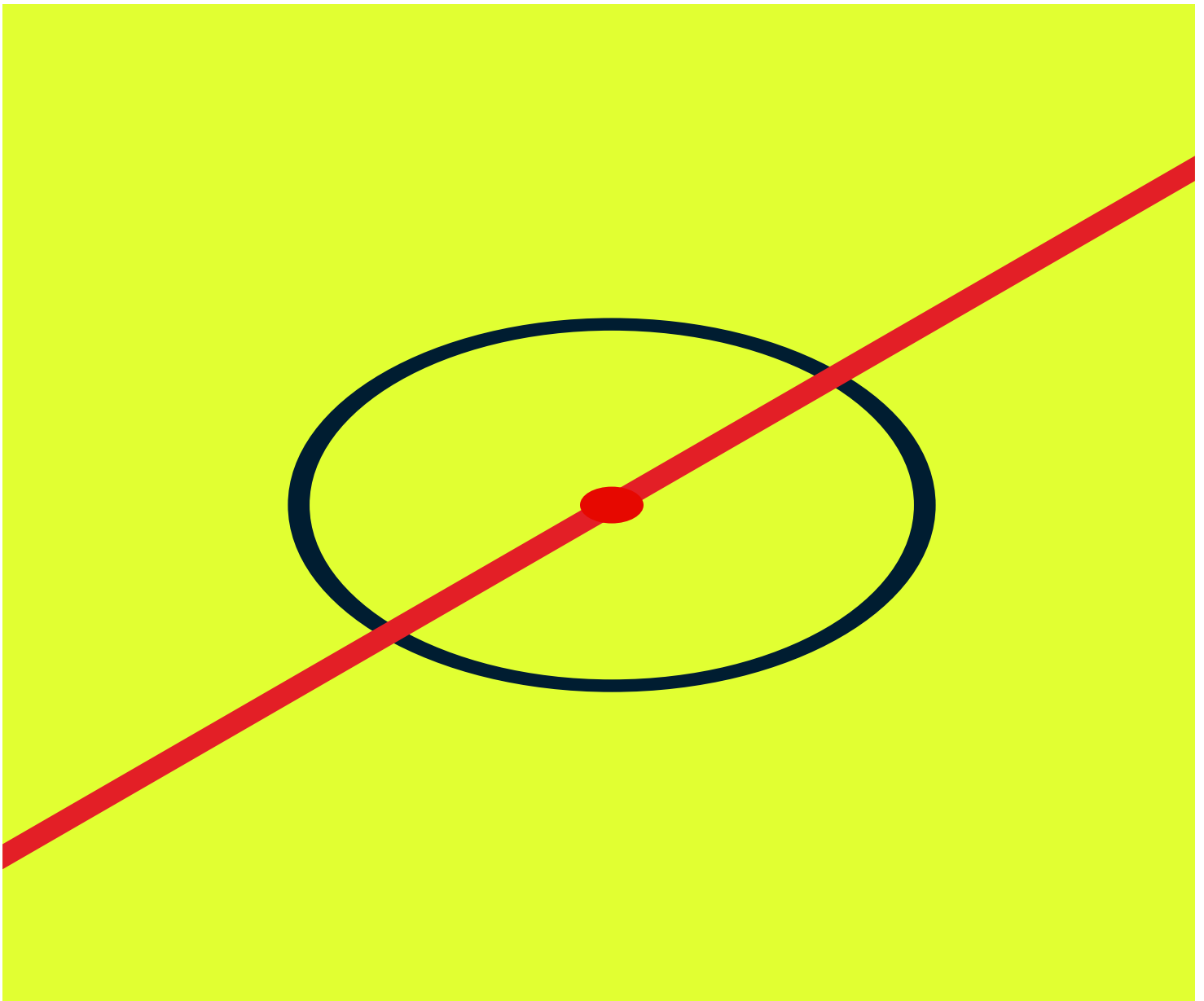




Discover the career paths FBA graduates pursue after completing the program.

The FBA Graduates Employment Report 2025



What makes an FBA Graduate Excellent?

As a mission-driven institution, we place a lot of emphasis on our marketing and admissions methodologies as well as on our student journey. To accelerate the professionalization of the football industry requires a meticulous understanding of what type of profiles the industry needs and can benefit from, while also ensuring that those same profiles go through a comprehensive, relevant, and impactful learning experience that sets them up for success. This is why the Professional Master in Football Business focuses on 3 pillars — Knowledge, Experience, and Network — and why community building and employability are always top of mind.

The FBA program attracts passionate, committed individuals from very varied backgrounds and nationalities, with an open yet very selective admissions process ensuring high caliber candidates. Beyond passion and intelligence, we place equal, if not greater, importance on values, mindset, and purpose.

This kind of recruitment methodology, when combined with a transformative learning experience and a lifelong community that enables personalized guidance and networking, results in a continuous influx of highly prepared individuals who have integrity, innovative mindsets, and relevant competencies.

And that's the kind of individual that the football industry needs and, increasingly, is looking for.

Kristian Dobrev, Chief Executive Officer,
The Football Business Academy



Executive Summary

This Employability Report provides an overview of the professional trajectories and profiles of graduates from the Professional Master in Football Business at The Football Business Academy (FBA) throughout 2025. It examines how graduates position themselves within an increasingly complex and globalized football industry, as well as the broader professional environments connected to it.

Drawing on data from The FBA Graduates Survey 2025, covering approximately 300 graduates from the 1st to the 15th editions of the program, alongside insights from the SportBusiness Postgraduate Courses Rankings 2025, the report identifies key employment trends, outlines the defining characteristics of the FBA graduate profile, and assesses the program's impact on career outcomes across functions, organizations, and geographies.

The findings highlight a graduate cohort characterized by international mobility, functional versatility, and strategic adaptability. While many graduates pursue careers within football clubs, leagues, and governing bodies, a significant share operate within agencies, consultancies, and specialized service providers, as well as across selected corporate sectors. Collectively, these outcomes underline the role of the Professional Master in Football Business as a platform for long-term professional development, equipping graduates to contribute meaningfully to the ongoing professionalization and global evolution of the football industry.



In the photo
Professional Master
in Football Business
15th Edition Graduates,
August 2025

2025 Report Key Findings

FBA graduates embody a modern football professional profile, shaped by strategic versatility, international exposure, and cross-functional expertise rather than traditional career pathways.

The employability outcomes of the Professional Master in Football Business highlight a graduate profile shaped by diversity of background, international exposure, and strategic adaptability. The data confirms that FBA graduates are not defined by traditional football career pathways, but rather by their ability to transition into the industry from varied professional contexts and to operate across multiple functional domains.

From a demographic and profile perspective, the strong international composition of the graduate cohort, combined with a continued increase in female representation, reflects the program's positioning within a global and increasingly inclusive football ecosystem. This diversity is not merely indicative of reach, but of relevance, as graduates apply their competencies across different markets, cultural contexts, and organizational structures worldwide.

In terms of functional distribution, Commercial and Management roles remain the primary entry point into the industry for FBA graduates. However, the growing representation of graduates in Technical and Scouting-related positions signals a structural shift in modern football. Sporting decisions are increasingly informed by data, strategic planning, and interdisciplinary collaboration, reinforcing demand for professionals who can bridge sporting expertise with business and analytical capabilities.

The diversification of graduate roles highlights a football industry increasingly shaped by data, strategy, and specialized external expertise.

The analysis of employing organizations further illustrates the ongoing professionalization of the football industry. While clubs and federations continue to play a central role, agencies, consultancies, and specialized service providers have emerged as key employers of FBA graduates. This reflects an ecosystem in which external expertise, advisory services, and project-based support functions are becoming integral to how football organizations operate and scale.

2025 Report Key Findings

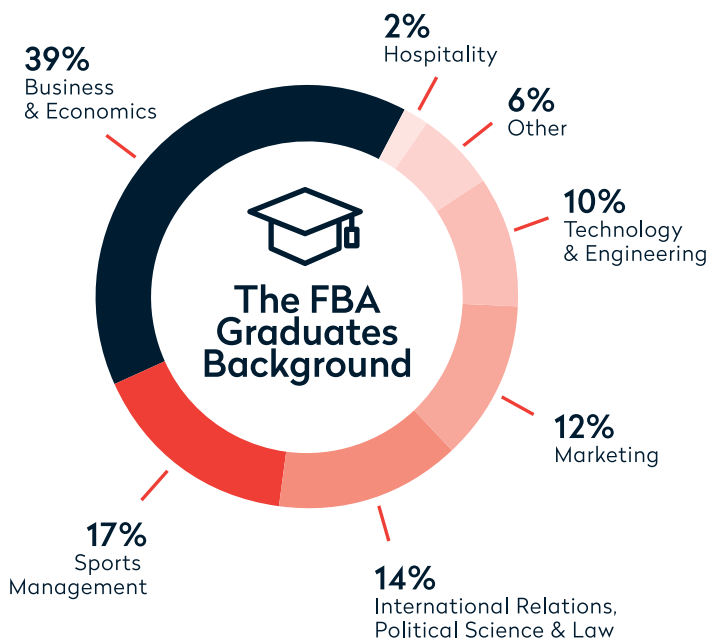
Geographically, FBA graduates demonstrate a clear global footprint, with professional trajectories spanning multiple continents and football markets. This dispersion underscores both the transferability of the skills developed through the program and the growing interconnectedness of the global football industry. Graduates operate across a wide range of contexts, from elite competitions and international federations to emerging markets and innovative sports ventures.

The Professional Master in Football Business equips graduates not only to enter the industry, but to perform and add value within its growing global complexity.

Beyond football-specific environments, a proportion of graduates have successfully transitioned into roles within the broader corporate ecosystem. Their presence in consultancy, innovation, technology, and large-scale commercial environments highlights the relevance of the FBA curriculum beyond the football pitch. These career paths position graduates as intermediaries between sport and other industries, particularly in areas where strategic thinking, stakeholder management, and operational expertise are critical.

Taken together, the findings outlined in this report define an FBA graduate profile characterized by international mobility, functional versatility, and strategic orientation. The Professional Master in Football Business continues to equip graduates not only to enter the football industry, but to navigate and contribute to its ongoing transformation as a global, complex, and highly professionalized sector.

The FBA Graduate Profile



Source

The FBA Graduates Survey 2025

The Professional Master in Football Business cohort at The Football Business Academy is marked by a significant presence of career switchers, reflecting the growing recognition within the football industry of diverse professional trajectories beyond traditional insider pathways.

These graduates not only succeed in establishing themselves professionally, but also contribute to the sector's ongoing transformation by embedding and disseminating The FBA's values across their respective organizations and markets.

With a student body that is 92.4% international, representing 82 nationalities, alongside a sustained increase in female participation, this global network of graduates is playing an active role in fostering a more inclusive, internationally connected, and forward-looking football industry.

92,4%

International Graduates

A **global network** from

82

countries across **five continents**

1 in 5



Graduates **are Women**

63.8%

received **Scholarships**

Via special partnership protocols to help reduce the gender gap in the football industry.

The average graduation age is

29

< age range **22- 64** >

Sources

The FBA Graduates Survey 2025

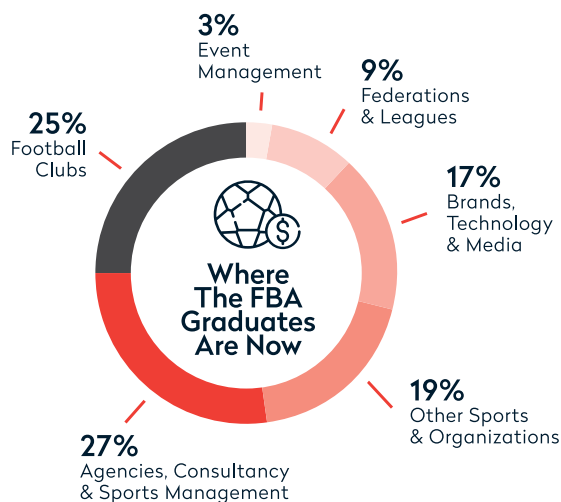
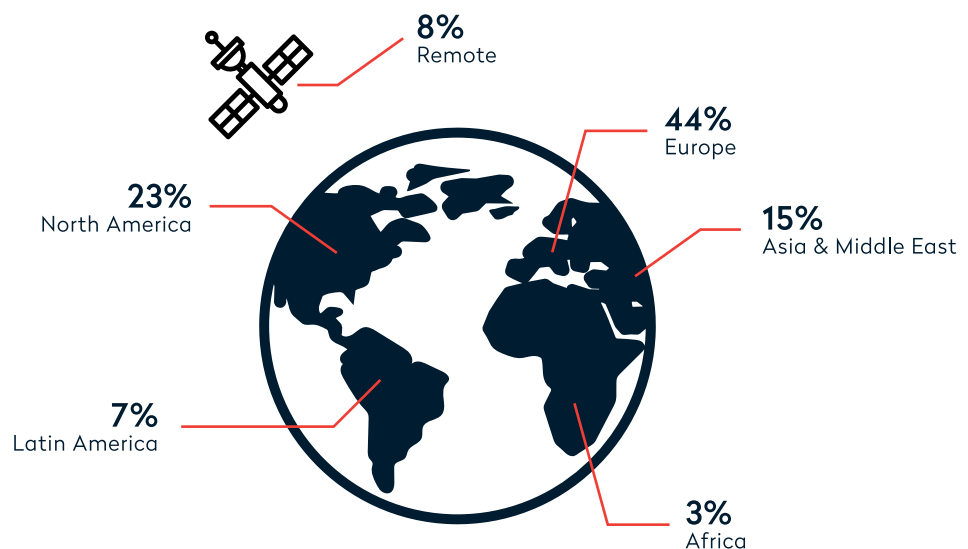
SportBusiness PG Course Rankings 2025

Graduates Employment Facts & Stats

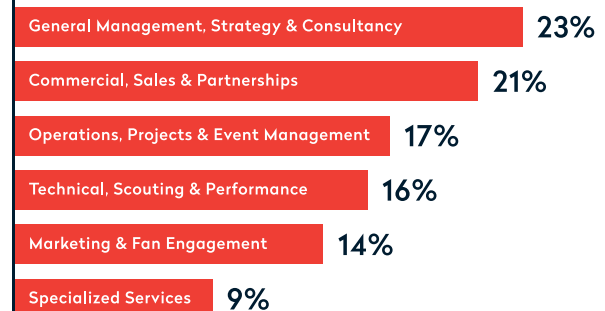


90% of the graduates **are employed in the industry**  **12 months** after graduation

The FBA Graduates working around the World



Employment Distribution by Functional Area



Trend Alert: While Commercial & Management roles remain dominant (44%), the growing presence of FBA graduates in Technical & Scouting roles highlights the increasing importance of data-driven and strategic decision-making in modern football.

Sources

The FBA Graduates Survey 2025

SportBusiness PG Course Rankings 2025

Graduates Career Outcomes

The employment landscape for FBA graduates challenges the longstanding perception that careers in football are primarily confined to clubs.

Agencies and consultancies have emerged as key structural actors within the industry, a trend clearly reflected in the professional destinations of recent graduates.

This evolution points to an increasingly professionalized football ecosystem, in which the demand for external expertise and specialized services has surpassed the direct hiring capacity of the sporting institutions they support.



FIFA



Other organizations where FBA graduates are working*



octagon



SPORTFIVE



horizm



Deloitte.

CAA portas

*A comprehensive list of all represented entities is provided at the end of this report.

Where are they Now?



Client Services
Manager
*Entourage Sports
& Entertainment*



Raquel Madruga • 1st Edition



Global Project Manager
World Cup 2026
Adidas



Jean-Baptiste Brunet • 2nd Edition



CEO & Founder
*Tedeschi & Partners
Women's Football*



Giulio Tedeschi • 5th Edition



Partnerships
& Engagement Manager
City Football Group



Zarah Shah • 7th Edition

FBA graduates have established a clear global footprint, operating across a broad range of functions and sectors within the football industry.

Their professional trajectories, spanning multiple regions worldwide, underscore the far-reaching influence of the Professional Master in Football Business and highlight the adaptability of its graduates in navigating the sport's increasingly complex professional landscape.



Manager,
Hospitality
Stakeholder Services
*FIFA World Cup
2026*



Carlos Borges • 7th Edition



Football Strategist
RSC Anderlecht



Flore Bloes • 9th Edition

Beyond the traditional boundaries of the football industry, FBA graduates also pursue professional opportunities within the broader corporate ecosystem, applying their sector-specific expertise across major external industries.

This cross-sector mobility indicates that The FBA's curriculum develops business capabilities that are recognized beyond football, enabling graduates to operate effectively at the intersection of sports management and global consultancy environments.



Senior Consultant,
Sports Innovation Team
KPMG Japan



Hiroki Watanabe • 11th Edition



CRM & Digital
Marketing Manager
Nottingham Forest FC



Thom Burt • 14th Edition



Assistant
Sporting Director
*Al-Ahli Club
Company*



Osama Hawsawi • 7th Edition

Words from the Industry



One of the main benefits that the FBA Candidates bring to our club is their comprehensive vision of the football industry, being aware of the latest trends and the ways in which they can be applied to our local environment."



Jose Ortega • Former Head of Partnerships and Business Development, Girona Futbol Club

WFS



The football industry needs to welcome well-prepared, and ambitious professionals to help it reach its full potential. A solid education and a powerful network are crucial for this to happen, and we could not think of a better partner than The FBA to help us reach this mission."

Marian Otamendi • Co-Founder & Director, World Football Summit



The FBA has been doing a wonderful job, playing an important role in the football business education, which is critical for the clubs' organizational and professional growth."



Francisco Salgado Zenha • Executive Vice President, Sporting Clube de Portugal

FBA Graduates

Current Jobs List Selection

COMPANY	JOB POSITION	LOCATION
16	Founder & CEO	Kuwait
1DigitalNL	Marketing, Scrum Master & PMO	Netherlands
6PM Sports	Senior Operations Coordinator	Mexico
ABFC Sports	Co-Founder & Freelancer	United States of America
Accred OPS GmbH	Project Manager	Germany
Adidas	Global Project Manager	Germany
AFC Bournemouth	Ticketing Services Representative	United Kingdom
Aguilas Umak FC	Talent Acquisition Specialist	Philippines
AIQ Team	Business Development Associate	Spain
Al Ahli Club Company	Assistant Sporting Director	Saudi Arabia
Al Jazira Club	Technical and Scouting Analyst	United Arab Emirates
Al-Ahli Saudi FC	Professionalism & Player Status	Saudi Arabia
Alvarez & Marsal	Senior Manager, Sport & Entertainment	Brazil
Alvarez & Marsal	Senior Manager, Sport & Entertainment	Brazil
Arowana Sports	Global Partnerships Sales Manager	Spain
Ask Media Group	Data Analyst	Mexico
Arenas Club de Getxo	Head of Sponsorships	Spain
Arsenal Folks	Founder	Indonesia
Atevo	Partner and General Manager	Panama

COMPANY	JOB POSITION	LOCATION
Atlas Fútbol Club	Sponsorships and Partnerships	Mexico
Atlético Ottawa	Account Executive, Community Engagement Coordinator	Canada
Atlético Ottawa	Director of Business Development	Canada
Audi Field	Guest Service Representative	United States of America
B&O Sports	Sports Business Consultant	Nigeria
Bolt	Operations Coordinator	Portugal
Borussia Dortmund	Manager Business Development and Media Rights	Germany
BK Haken	Assistant Coach	Norway
Bray Wanderers F.C.	Marketing Executive	Republic of Ireland
CAA Portas	Senior Business Analyst	Saudi Arabia
Capelli Sport	Sales Executive	United States of America
CENTRAL Agencia Deportiva	Partner	Colombia
Chelsea Football Club	Ticketing	United Kingdom
Cisco Systems	IB Operations	Portugal
City Football Group	Partnership and Engagement Manager	United Kingdom
Club The Strongest Atlanta	Commercial Executive	Bolivia
CONCACAF	Club Competitions	United States of America
CONMEBOL	National Teams Competitions Manager	Paraguay
Conscient Football	Sports Administrator	India
Creathlete Sports Group	Senior Athlete Representative	Indonesia
Crowdmanager.io	Head of Customer Success	Norway
Crystal Palace F.C.	Player Care Lead, Women's Academy	United Kingdom

COMPANY	JOB POSITION	LOCATION
Datasport AG	Sport Service Manager	Switzerland
Deloitte	Manager, Sport Business Group	United Arab Emirates
Denovoc	Senior Partner	United States of America
Diversity Sports LLC	Founder & CEO	United Arab Emirates
Doberstein Sports Events	CEO	Brazil
Don Bosco FC	Vice-President	Haiti
Entourage Sports & Entertainment	Operations & Client Service Manager	United Kingdom
Entourage Sports & Entertainment	Commercial Partnerships Manager	Spain
Esencia	Founder, Womens Football Writer	Japan
Excelsior Rotterdam	Sales Marketeer B2C	Netherlands
EyeBall Football Technologies	Senior Sales Manager	United States of America
F.C. København	Youth Coach	Denmark
FC Chêne Aubonne	Technical Director	Switzerland
FC CSKA 1948 Sofia	Team Manager	Bulgaria
FC DAC 1904	Scout	Slovakia
FC DAC 1904	Head of Match Operations	Slovakia
FC Lausanne-Sport	U-15 Head Coach and Academy Video Analyst	Switzerland
FC London	Performance Analyst	Canada
Federação Portuguesa de Futebol	Strategic Planning Analyst	Portugal
FEPAFUT	Director of Development	Panama
FIFA Collect	Club Activation Strategist	Netherlands
FIFA World Cup 2026	Marketing Manager	Mexico

COMPANY	JOB POSITION	LOCATION
FIFA World Cup 2026	Manager, Hospitality Stakeholder Services	United States of America
FIFA World Cup 2026	Uniforms Coordinator	Mexico
FIFA World Football Museum	Senior Sales Manager	Switzerland
Focus Football Podcast	Co-Founder	United Kingdom
Football Benchmark	Senior Football Advisor	Hungary
Football Benchmark	Junior Advisor	Hungary
Fulcrum Talents FC	Founder	Russia
Fulham FC Foundation	Football Coach Youth & Engagement Officer	United Kingdom
Funke Spielerberatung	Agent	Germany
Futebol às Claras	Content Creator	Portugal
Gambia Football Federation	Goodwill Ambassador	Remote
Girona FC	Academy International Scouting Coordinator	Spain
Global Connections	Founder & CEO	United States of America
Goal Line Sports Management	Director of Operations and Strategy	Mexico
Gol2Soul	Partner	Colombia
Gotham FC	Account Executive, Member Services	United States of America
Groupe Rodin	Insurance Broker	France
Győri ETO FC	Digital Officer	Hungary
Győri ETO FC	General Manager	Hungary
Heritage Sport Management	Director	United Kingdom
Hexagon Cup	Head of Commercial	Spain
Homefans	Strategic Consultant	Egypt

COMPANY	JOB POSITION	LOCATION
Horizm	Head of Business Analytics & Account Management Executive	Remote
Horizm	Business Analyst	Remote
IBM	Executive Administration Assistant	Costa Rica
IBM	Digital Sales Specialist	Canada
Inchcape Digital	ERP Project Manager	Remote
Independent	Football Management Consultant	United Kingdom
Inter FA	Football Analyst	El Salvador
International Development Academy	Business Development and Marketing Advisor	Portugal
International Football Academy	Sports Agent	Switzerland
Jhapa FC	Manager	Nepal
KaBuM!	Esports Planning Coordinator	Germany
Kancha Agency	Operations Coordinator, Player Care Specialist	Ecuador
KPMG Japan	Senior Consultant, Sports Innovation Team	Japan
Las Vegas Lights FC	Sporting Director	United States of America
Legends	Global Partnership Sales Manager	Spain
Legends Global	Financial Coordinator	United States of America
Leones Fútbol Club	Marketing, Sales & Sponsorships Executive	Colombia
Lerums IS	Club Director	Sweden
Liga Portugal	Data Analyst	Portugal
Liga Portugal	Fan Experience Account Manager	Portugal
LinkedIn	Senior Client Consultant	Spain
Liverpool John Moores University	Video Football Analyst Men First Team	Switzerland

COMPANY	JOB POSITION	LOCATION
Logitech	Gaming Category & Marketing Manager	Switzerland
Love City FC	Owner	United States of America
Lusail International Circuit	Account Manager, Partnerships	Qatar
Macclesfield FC	International Academy Recruitment Executive	United Kingdom
Macron	International Club Coordinator	Italy
Major Events International Ltd.	Commercial Executive	United Kingdom
Major League Baseball China	Project Specialist	China
Marcus Evans Groups	Senior Account Executive	Spain
Mathare Youth Sports Association	Assistant Coach	Kenya
McSport	Match Organisor and Team Liaison Officer	Switzerland
McSport	Regional Head for Asia	India
McSport	Freelance	Costa Rica
Modex	Club Activation Strategist	Austria
Modex	Club Activation Strategist	Italy
Montreux Jazz Festival	F&B Coordinator	Switzerland
MSM	Commercial Manager, Sponsorship Sales	United Kingdom
Naestved Boldklub	First Team Analyst	Denmark
Najran Sports Club	Sports Law Counsel	Saudi Arabia
Name & Number	Manager, Client Services & Production	United States of America
Nexite	Co-Founder & CEO	Morocco
Nexty Sports Management	Executive Director	United States of America
Nielsen Sports	Consultant	United Kingdom

COMPANY	JOB POSITION	LOCATION
Norway Parks FC	General Secretary	South Africa
Nottingham Forest	CRM & Digital Manager	United Kingdom
NWSL	Social Media	Remote
Oakland Roots Sports Club	Manager Data Analytics	United States of America
Oakland Roots Sports Club	Merchandise Coordinator	United States of America
Octagon	Account Manager, Global Football Properties	United States of America
OGC Nice	Project Manager, Strategy & Development	France
Okotoks United Soccer Club	Technical Director	Canada
Olimpia Milano	Junior Marketing and Sponsorship Specialist	Italy
Olympique Marseille	Partnership Sales Manager	France
Once Africa Football Network	Founder	Netherlands
Orange Veins	Office and Operations Manager	Netherlands
Orsen S.A.	Director of Partnerships	Switzerland
P11 Group	Junior Sales Executive	United Kingdom
Pacific FC	Account Executive	Canada
Pero Sports	Founder & CEO	Turkey
Port City FC	International Club Coordinator	Italy
Portsmouth FC	Academy Match Day Coordinator	United Kingdom
PSIS Semarang	General Manager	Indonesia
RB Leipzig	Sustainability Specialist	Germany
RCD Espanyol	International Business Development	Spain
RoundGlass Punjab FC	Lead Youth Operations	India

COMPANY	JOB POSITION	LOCATION
RSC Anderlecht	Football Strategist	Belgium
Sardarapat FC	Media Manager	Armenia
Saudi TV	Sports Pundit	Saudi Arabia
Seattle Sounders FC	Business Operations Coordinator	United States of America
Select Generation	Head of Recruitment	Colombia
Serie A	Head of International Sales	Italy
Servette FC Geneve	Elite Development Coach & U-17-18 Assistant	Switzerland
Sestao River Club	Sponsorship Department	Spain
SKOR	Head of Community	Remote
SmartGoals Sports Technologies	Senior Marketing and Sales Manager	Netherlands
SMM Agency	Founder	Bulgaria
Socios.com	Senior Loyalty & Rewards Specialist	Spain
Spotlight Sports Psychology	Founder & CEO	Sweden
SP Sports Consultancy	Founder	United Kingdom
SP Sports Consultancy	Founder	United Kingdom
Sport Lisboa e Benfica	Sports Event Manager - Football Division	Portugal
Sport Lisboa e Benfica	Junior B2B Sales Specialist	Portugal
Sport Lisboa e Benfica	Sustainability Assistant	Portugal
SPADA Sports Arenas	Client Relations Key Accounts	India
Special Olympics	Senior Events Manager	United States of America
Sport+Stadia	Senior Consultant	India
SPORTFIVE	EA Sports Account Manager	Mexico

COMPANY	JOB POSITION	LOCATION
Sporting Clube de Braga	Team Manager U-19	Portugal
Sporting Clube de Portugal	Match Day Consultant	Portugal
Sporting Clube de Portugal	Womens First Team	Portugal
Sporting Jax	Partnerships Manager	United States of America
SportiveWays	Global Partnerships Director	Spain
Sports Basement	Cashier	United States of America
Sports Firm	Business Developer & Lawyer	Portugal
Sportsintel	Managing Director	Malaysia
Sportspecs	Chief Business Development Officer	Remote
Sportstuif Kinderopvang	New Business	Netherlands
Sri Lanka FA	Freelancer	Sri Lanka
StepOne Sports	Event Supervisor	Brazil
SuperSport	Law Trainee	South Africa
Tactic Sports	Director	Colombia
Target Football	Sales Executive	United Kingdom
Tarkett Sports North America	Project Manager	Canada
TEAM Marketing	Vice President Partnership Development	Italy
Teammate	Marketing & Partnerships	Portugal
Tedeschi & Partners LTD	Founder & CEO	Italy
Teogonia Sports	Football Intermediary	Colombia
The ABC Sports Lad	Content Creator	United States of America
The Ball Business	Head of Marketing	Nigeria

COMPANY	JOB POSITION	LOCATION
The Football Association	Various Roles (EDI, Womens Football, Coaching)	United Kingdom
The Football Foundation for Africa	Founder & CEO	Kenya
The Future Academy	Director	Nigeria
The Path Sports Management	Football Consultant	Hungary
The Player Care Group	Player Care Consultant	United Kingdom
The Stadium Consultancy	Junior Consultant & Project Manager	Netherlands
Tigres UANL	Performance Analyst, First Team	Mexico
Tigo Bolivia	Sports Journalist	Bolivia
Tonsser	Customer Experience Global Manager	Remote
Torshov Sport	Team Sales	Norway
Tritones de Vallarta	Owner	Mexico
Tropical 7's	Tournament Manager	United States of America
UCFB	Course Leader, Football Business	United Kingdom
UEFA	Football Operations Development	Switzerland
UEFA	Venue Director and National Team Competitions - Match Ops Coordinator	Switzerland
UEFA	Intelligence Assistant	Switzerland
UEFA	Club Licensing Coordinator	Switzerland
UEFA	Event Technology Team Leader	Switzerland
UEFA	Commercial Operations Coordinator	Switzerland
UEFA	Commercial Operations Specialist	Switzerland
UEFA	Referee Operations Coordinator	Switzerland
USC Paredes	General Manager	Portugal

COMPANY	JOB POSITION	LOCATION
Valeur Sport	CEO	France
Vancouver FC	Sales Executive	Canada
Venezia FC	Business Intelligence and Operations	Italy
Venezia FC	Head of Scouting	Italy
Wasserman	Manager, Hospitality Sales	United States of America
West Ham United FC	Business Development Sales Executive	United Kingdom
Wimbledon	WJTI Coordinator	United Kingdom
WinsUnited	Founder & CEO	United Arab Emirates
Worcester City FC Women	Digital Marketing & CRM Coordinator	Remote
World Football Summit	Partnerships Director	Spain
YouGov	Graduate Analyst (Sport Media)	United Kingdom
Yverdon Sport	Sporting Director U-21	Switzerland
Zee Media	Consultant	India



Let's Build the Future of Football Together

FBA[•]

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