

Geneva, 11<sup>th</sup> February 2020

**Press Release**

**The FBA and LTT Sports Join Forces Through Educational Partnership**

The Football Business Academy and [LTT Sports](#) have entered into an agreement that will see the Swiss educational institution and the international advisory firm collaborate.

*“Over the last years LTT Sports and The FBA have followed parallel courses in their navigation of the exciting map of the football industry. We share plenty in common: from our vision for a more professional, connected and sustainable football ecosystem, through our desire to add value to the industry by sharing and augmenting knowledge, and to our firm belief in the talent of new generations and world cultures. With this in mind, linking up to combine our efforts means we can create new synergies and share our common adventure on the high seas!”*

- Konstantin Kornakov, Strategy Council Member, LTT Sports

*“We are delighted to start this partnership with LTT Sports. As the football landscape is shifting, it is essential for football clubs and other stakeholders to be consulted by top professionals in order to make clear, long-term decisions. In LTT Sports we have found a team of like-minded professionals who also work very closely with the football industry. Through this partnership, FBA Candidates will get the opportunity to collaborate directly with LTT Sports on a variety of projects in areas such as club management, governance, academies and women’s football.”*

- Kristian Dobrev, Chief Partnerships Officer, The FBA

The Football Business Academy is delighted to partner with LTT Sports. Currently present in Great Britain, Poland and Switzerland, and through a competent team with backgrounds in business, consulting, and the sports industry, LTT Sports specialises in a wide array of executive and professional training expertises as well as services both on and off the pitch relating to all aspects of club management and operation.

LTT Sports also works closely together with the European Club Association (ECA), whom it advises on its Club Management Programme. The CMP is a tailor-made course for senior

management of European and international football clubs, and is directed by Olivier Jarosz, who is also a Professor at The FBA.

As part of this partnership, LTT Sports will collaborate with FBA Candidates who are interested in developing a deeper understanding of club management issues and advisory services by involving them in challenging projects.

## **ABOUT LTT SPORTS**

LTT Sports constructs bespoke solutions based on football expertise from the inside and corporate industry standards from the outside at strategy, operational and field levels, as well as a visionary conceptual understanding of the universally shared needs of the football industry in a fast-evolving landscape.

## **ABOUT THE FBA**

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship program, a Professional Master in Football Business, was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Real Mallorca, Fortuna Sittard, SportiveWays, Servette Genève, Soccerex, EFDN and Olympique Lyonnais.

International Media Relations  
Camille Bouchet & Kristian Dobrev  
[press@the-fba.com](mailto:press@the-fba.com)

**The Football Business Academy, SA**  
**Cours de Rive 6, 1204 Geneva, Switzerland**  
[www.the-fba.com](http://www.the-fba.com)