

**Press Release**

**The FBA and YouFirst Agree Educational Partnership**

The Football Business Academy and [YouFirst](#) have entered into an agreement that will see the Swiss educational institution and the global sports agency collaborate.

*"The agreement between YouFirst and The Football Business Academy opens doors to new opportunities and lays the foundation for professional growth and development. YouFirst is the perfect place for students who want to develop, evolve and experience a different vision of talent management and content marketing in the sports and entertainment industry."*

- *Isabel Muñoz-Rojas, Communications & PR Director, YouFirst*

*"We are happy to welcome YouFirst, one of the most valued sports agencies in the world, as a new Partner to The FBA. Through this alliance, our Candidates will have the unique opportunity to learn from great professionals and gain first-hand experience in the athlete representation and 'Sportainment' world; where they will face exciting challenges in the field of consultancy, marketing, content creation, eSports and many other digital solutions that YouFirst Sports provides worldwide".*

- *Lucía Estevez, Partnerships Coordinator, The FBA*

The Football Business Academy is pleased to announce its partnership with YouFirst. The sports agency with Spanish DNA and an international presence works closely with many prestigious industry stakeholders. Within the football sphere they represent figures such as Fabián Ruiz (S.S. Lazio), Gerard Moreno (Villarreal C.F.), Mariano Díaz (Real Madrid C.F.) and Sergio Rico (Paris Saint-Germain).

With this alliance we seek to join forces to facilitate the practical training of our Candidates, who have been acquiring the necessary business tools during our Master Program and provide for them an immersive experience within the football industry. While opening their doors to fresh new talent, YouFirst will allow our Candidates to learn from experienced professionals and be part of the agency's exciting projects while they also collaborate in the achievement of their strategic business and expansion objectives.

**ABOUT YOU FIRST**

YF is a global talent management and content marketing agency in the Sports and Entertainment industries.

Founded in 2002, it operates in 11 countries through 19 offices, leveraging a powerful combination of global reach and solid knowledge of each local market.

More than a thousand talents in Sports and Entertainment trust them. They currently manage the careers of more than 400 basketball players, 300 football players, 70 esports talents, and up to 100 talents in other Sports and Entertainment disciplines, with a global reach of more than 150 million followers on social media. They also offer innovative solutions in digital assets, consulting, sponsorship, creativity, events, content production, and influencer marketing to more than 160 brands worldwide.

YouFirst is formed by professionals with a deep team spirit, committed to conquering daily challenges, and loyal to their clients' interests. Always by their side. Always on their side.

Follow You First on [LinkedIn](#), [Instagram](#), [Twitter](#), and [Facebook](#).

## **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 with 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: Socios.com, FC Zenit, Mazatlán FC, Galatasaray, Girona FC, MatchWornShirt, AD Alcorcón, Rangers FC, Soccerex, Common Goal, Apollon Limassol and Samba Digital.

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