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Press Release

The FBA and San Fernando CD Agree Educational Partnership

The Football Business Academy and San Fernando Club Deportivo S.A.D. have entered into an agreement that will see the global leader in football business education and the Spanish football club collaborate.

"We feel very proud that we have finally sealed this collaboration that we have been talking about for some time. The visit of the FBA in February was already a great satisfaction for us and now we have the opportunity to contribute our experience to future editions of the Master. We are very happy with this exchange of knowledge in which both parties came out on top and we are pleased to work together with an institution with which we share values and which will help us continue to grow".

- *Louis Kinziger, Presidente, San Fernando Club Deportivo S.A.D.*

"We are happy to welcome the new member of our FBA Family and start our collaboration with San Fernando. Sharing knowledge and working together on topics such as match-day executions, marketing activations, digitalization, and overall professionalization of the club will bring added value to our mission of educating the leaders of tomorrow within the football industry".

- *Marcin Chmielewski, Head of Partnerships, The FBA*

The Football Business Academy is pleased to announce its partnership with San Fernando CD, native of the Andalusian province of Cádiz, Spain. Since its foundation in 1940 under the name of "Once Diablos" (Eleven Devils), the club's greatest achievements happened between 1954 and 1964, after competing for a decade nonstop in the former South Group of the Second Division in Spain. After its last promotion in 2016, the club has accumulated six consecutive seasons in the Third Division and achieved three titles.

The club went through a transformation process that was consolidated in 2020, after its official constitution as a sports limited company with MYM investments as the majority shareholder group.

Our alliance with San Fernando CD will hopefully bring a variety of collaboration opportunities for The FBA's Candidates, acting as an ideal learning environment and trigger for future football industry leaders to deploy their knowledge as well as to develop new skills from day-to-day projects and challenges that the club and its different areas faces.

The FBA's Professional Master in Football Business selects Candidates from diverse academic and professional backgrounds who are exposed to real industry knowledge, networking opportunities and practical experience through the 12-months program. With this alliance, San Fernando CD will benefit from our Candidates' support during internships and Student Business Projects across

relevant departments, and will be joining a global network of more than 50 Partners who contribute to the transitioning of our Candidates into the world of football while enriching their teams with a high-quality talent pool.

ABOUT SAN FERNANDO CD

The San Fernando CD is the most representative sports entity in San Fernando, Cádiz (Spain). It was founded in 1940 under another name "Once Diablos" (Eleven Devils). Its professional Football Team currently competes in First RFEF Footters and plays its home matches at the Estadio Iberoamericano 2010, with a capacity to host 6741 spectators.

The biggest win recorded in this stadium was achieved by San Fernando CD on August 24 2016, in the Royal Spanish Football Federation Cup with a 9-0 against Club Deportivo Alcalá.

After its official constitution as sports limited company in 2020, the club incorporated Louis Kinziger as the new President of the club in June 2021.

Follow San Fernando CD on [LinkedIn](#), [Instagram](#), [Twitter](#), and [Facebook](#).

ABOUT THE FBA

The Football Business Academy is a global leader in football business education whose goal is to accelerate the professionalization of the football industry and develop current and future leaders in the game. Founded in 2017 and based in Switzerland, The FBA is best known for its flagship degree – the Professional Master in Football Business – which is a 12-month program with two intakes each year.

Furthermore, various football-related stakeholders seek the services of The FBA for the creation and/or delivery of a variety of tailor-made workshops, certificates, or diplomas. Other partners of The FBA include Club Nacional de Football, SL Benfica, Common Goal, Socios.com, Mazatlán FC, YouFirst, RCD Espanyol, Soccerex, Sportive Ways and Apollon Limassol.

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