



Union des associations européennes de football



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## ***UEFA appoint new Director of Professional Football and Marketing***

### **Giorgio Marchetti joins UEFA from Italian League**

Giorgio Marchetti, currently General Secretary of the Italian Professional Football League, has been appointed UEFA's new Director of Professional Football and Marketing. He replaces Lars-Christer Olsson who moves up to become Chief Executive of UEFA from 1 January 2004.

Mr Marchetti has been General Secretary of the Italian League since 1997 (having been Deputy Secretary from 1990) and he is currently a member of UEFA's Professional Football Committee and co-ordinator of the EUPPFL (European Union Premier Professional Football Leagues). In these roles, he has been heavily involved in several important European football matters such as transfer regulations, competition formats and the European Social Dialogue.

Mr Marchetti is 43 years old, married, father of three sons and currently lives in Milan – he will join UEFA on 1 February 2004.

Commenting on the appointment, Lars-Christer Olsson, the incoming UEFA CEO said:

"I am delighted that Giorgio Marchetti will be joining the senior management team of UEFA. He has long and extensive experience of Italian and European football on both the administrative and commercial fronts and he has a great deal to offer our work in professional football".

Giorgio Marchetti said:

"I am looking forward to joining UEFA in this exciting and challenging role. UEFA has built a great team in recent years and I am honoured to become a part of that team for the future".

**For further information:**

**Mike Lee, Director of Communications and Public Affairs: ++41-79 250 53 71**  
**UEFA Media Services: ++41-22 99 44 55 9**

Route de Genève 46  
CH- 1260 Nyon 2  
Tel. +41 22 994 45 59  
Fax +41 22 994 37 37  
info@uefa.com  
**uefa.com**