

Media Release

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UEFA strengthens in-house Marketing Operations

Philippe Margraff appointed as head of new marketing unit

UEFA is pleased to announce that it is to further strengthen its in-house marketing operations with the appointment of Philippe Margraff as head of the newly created UEFA Marketing Operations Centre.

This new marketing unit within UEFA will manage and monitor the commercial exploitation of all UEFA's marketing, television, licensing and hospitality rights. The new unit will begin its activities with the development and implementation of the marketing programme for the next UEFA European Football Championship due to take place in Portugal in 2004 – EURO 2004™.

"I am delighted to be joining UEFA at a very exciting time in sports marketing," said Margraff on his appointment. "I am convinced that the step taken by UEFA to further develop its in-house marketing expertise in the commercial exploitation of UEFA competitions is the way forward, and I look forward to building a strong team of professionals within UEFA to serve European football," he concluded.

Thirty-six-year-old Philippe Margraff will be joining UEFA at the beginning of July 2001. Philippe is well known to UEFA having spent the last six years working at ISL Worldwide where he was Managing Director, Head of Football. Philippe was in charge of managing the highly successful marketing programme for EURO 2000™.

Commenting on the addition of Philippe to UEFA's marketing team, Lars-Christer Olsson, Director Professional Football and Marketing said: "Philippe's joining confirms UEFA's commitment to the strengthening of its marketing operations to handle the ever increasing commercial interests of the sport. I am pleased to have him on board so that we may continue to move forward in the marketing of UEFA competitions in a strong and confident manner."