



**LaSource**

**HIGH-PROFILE AND PRACTICE-ORIENTED LECTURES  
IN SPORTS BUSINESS AND TECHNOLOGY**





## **UNDERSTANDING THE NEEDS**

### **FOR YOUR PROGRAMS**

To enhance your graduate programs and contribute to their successes with high-profile experts working actively in the sport & entertainment industry.

### **FOR YOUR STUDENTS**

To get the best out of your undergraduate and postgraduate students with inspiring, engaging and hands-on sessions.

### **FOR YOUR INSTITUTION**

To improve your reputation and stand out from other institutions with tailor-made and practice oriented lectures.

## **AND PROVIDING YOU WITH TAILOR-MADE SERVICES**




We deliver high-quality and engaging learning experiences across multiple domains of the sport & entertainment industry.



We create practice-oriented and innovative curriculum which help your students to best prepare their future professional career.



We adapt to your needs and provide customized sessions and teaching formats to best fit in your plans.



# SPORT & ENTERTAINMENT : AN INDUSTRY UNDER COMPLETE TRANSFORMATION

From a general overview of the industry to a deep knowledge of its ecosystem, main stakeholders and current transformation; we bring you high-level insights and a deep understanding of current challenges and opportunities.

## OUR FIELDS OF EXPERTISE





## A PREMIUM AND CUSTOMISED EXPERIENCE

We provide your students with quality learnings adapted to your needs and your programs. Our added value lies in the diversity of our lectures that brings proximity and a better knowledge transfer.

### A WIDE RANGE OF POSSIBILITIES

#### From **one day to a week**

*We adapt our services regarding your time expectations.*

#### **Co-built and customized** programs

*We work together to bring the best experience possible.*

#### From **Masterclass to business games**

*We want your students to learn but also to practice and interact between each other.*



## OUR HIGH-PROFILE LECTURERS

Our lecturers all come from the sports area with a solid background and a deep knowledge of the industry. They will make your students understand the issues and challenges of sports, from a business and management perspective.



**Samuel Westberg**

Co-founder & Chief Executive Officer at LaSource

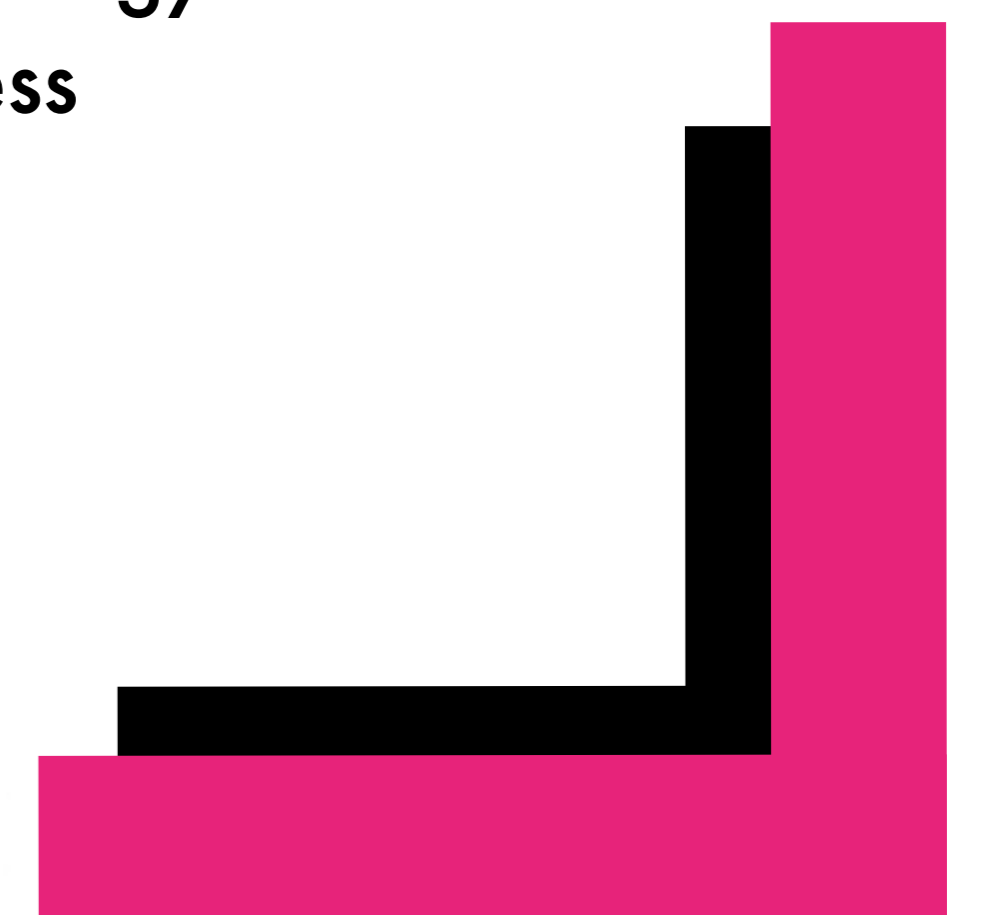
Samuel has a 10 year background in Sports that drove him from a Professional Football team to running Business Development for various Startups in Sports Digital. His activities have allowed him to develop an important network with International Organizations, Broadcasters, Medias and Clubs and a valuable understanding of the Sports ecosystem. Samuel has worked as a teacher for AMOS Sports Business School, providing students with digital, business development and entrepreneurship lectures. He is frequently invited as panelist on sport and digital related topics for events like the Sports Video Group summit or the Global Sports Week. He for instance presented recently in the UEFA Diploma in Football Leadership and Management and the EM Lyon MSc in Sports Industry Management.



**David Goncalves**

Co-Founder & Chief Operating Officer at LaSource

After working on the FIFA World Cup in Brazil and at Nike for a year, David has been leading innovative digital projects for sports organisations and medias, covering a wide range of positions from account director to project and product manager. His passion for digital and his broad understanding of technology helps him identify customer needs and tailor a strategy accordingly. Last year, David was teaching Digital Marketing at AMOS Sports Business School.





### **Jean-Baptiste Alliot**

Co-Founder & Chief Strategy Officer at LaSource, Special Advisor at UEFA Innovation Hub

Jean-Baptiste has worked in the sport industry for the past 10 years across multiple positions which lead him to drive the education programs and the innovation strategy within UEFA, culminating with the creation of the UEFA Innovation Hub. Jean-Baptiste was involved in the creation of programs runs by UEFA (MESGO, UEFA MIP, UEFA CFM) and was guest lecturer in AISTS, FIFA Master, FIMBA etc.

He is now in charge of helping sports organisations defining and implementing their innovation strategy to support them in achieving their strategic objectives. He is still working closely with the UEFA Innovation Hub and supporting sports organisations in engaging and operationalizing high-potential start-ups. Finally, Jean-Baptiste is often invited as guest speaker in professional events such as the World Football Summit, Leaders Week, Sports Pro Live, etc.



### **Matthieu Lille-Palette**

Senior Vice President Opta - Perform Group, Special Advisor at LaSource

Matthieu has a rich, broad experience of sports business having joined Opta ten years ago. He has previously been responsible for developing the Perform business in France and has progressively moved to more central position to manage some of the company's biggest accounts such as beIN Sports, UEFA and Paris Saint-Germain. In his current role as Senior Vice President, Opta, Matthieu now plays a leading role in establishing and implementing Opta sports data rights, collection and distribution strategies. Matthieu has taught in lots of different schools, including Paris School of Business, ESSEC Business School, Columbia University, Birbek University, Polytechnique etc... Like Samuel and Jean-Baptiste, Matthieu is accustomed to lead conferences for main sport business summits (Sportel, ISC, NAB, Leaders, ThinkFootball, IBC, CES, SVG etc.)