

Barbara Zelenay

**International Referee,
ELF Coordinator,
Corporate Business
Strategy and
Communication
Specialist.**

Applying for Technical Director,
World Lacrosse

—
Goschenstr. 18
31134 Hildesheim
GERMANY
49 172 3163150
zelenay.barbara@gmail.com

Professional resume can be
viewed at:

www.ZELENAY.me
Pw: barbarazelenay

Originally from Slovakia,
Long- term residencies in:

- Austria
- Belgium
- Japan
- UK
- US

1 JUNE 2019

Dear National Governing Bodies, World Lacrosse Nominating Committee

Please consider this my application to the World Lacrosse Board for the position of Technical Director.

As the current European Lacrosse Federation Referee Coordinator, I am already heavily involved in rules, officiating and educational initiatives across Europe, which represents the highest number of member nations in World Lacrosse. I have been an on-field official at five U-19 or Senior World Championships and three European Championships, as well as the first European Box Championships in Finland in 2017. I was also a member of the leadership team at this past World Championships in Netanya, working closely with tournament organizers and all teams on transportation and logistics as the Director of Ground Operations, a role I took on last-minute when I arrived and saw what was needed to help make the event a success.

I often say that “sometimes work gets in the way of lacrosse”, however, my corporate career experience with Bosch Group has helped me tremendously in developing a unique skill-set to solve complex, technical problems while maintaining important professional relationships. In short, I’m an experienced “firefighter” for organizational structure, procedures and events.

That work experience, coupled with my time traveling the globe to serve the sport as a lacrosse referee and coordinator at the national and international level, make me the ideal candidate for this position. I will bring a strong level of professionalism, productivity, competency and energy to the World Lacrosse Board.

Furthermore, as a European, I also bring a very valuable outside perspective to the organization and the sport as a whole that is currently vastly underrepresented as World Lacrosse prepares to enter the next stage of global recognition and popularity.

Not only am I highly educated and familiar with the rules, processes, and procedures of World Lacrosse, but my 14 years of involvement in the sport have allowed me to build an extensive network of relationships across the globe.

In short, I believe I am the most valuable candidate for this position, with the required experience, competencies and personal attributes to hit the ground running with a seamless transition. I am very excited for the opportunity to represent our membership and the World Lacrosse Board.

Sincerely,

Barbara Zelenay

Curriculum Vitae

Skills	Qualifications
Officiating	Insight into all disciplines Extensive on-field experience in men's field lacrosse (5 World, 4 European championship events), complemented by a strong understanding of men's indoor lacrosse (on-floor experience at the inaugural EBLC 2017 and upcoming WILC) and most recently serving as deputy Umpire in Chief at Women's European Championship.
Education	Focus on tailored Customer Communication Establishment and roll-out of a professional "Toyota Way" training for Bosch associates on 3 continents.
Event Management	My professional career Planning, organization and execution of events (top executive meetings, exhibitions, tech forums, including project management and unexpected firefighting).
Leadership	Setting the Tone for Leadership Across Teams Head of global teams, budget responsibility of nearly 3 million Euro. Active in ongoing projects managing upwards. Previous roles include functional leadership of over 50 communicators in 19 countries in EMEA.

More about my experience as a marketing communications professional with the Bosch Group here:

www.ZELENAY.me

(pw: barbarazelenay)

LACROSSE EXPERIENCE FROM AROUND THE WORLD

FIELD	
FIL	<p>2016 FIL U19 Men's World Lacrosse Championships – Coquitlam, Canada</p> <p>2014 FIL Men's World Lacrosse Championship – Denver, USA</p> <p>2012 FIL U19 Men's World Lacrosse Championship – Turku, Finland</p> <p>2010 ILF World Lacrosse Championships – Manchester, England</p> <p>2018 FIL Men's World Lacrosse Championship – Netanya, Israel</p> <ul style="list-style-type: none"> - FESTIVAL RiC - Director of Ground Operations - Game Commentary
ELF	<p>2016 ELF European Lacrosse Championships – Budapest, Hungary</p> <p>2012 ELF European Lacrosse Championships – Amsterdam, Netherlands</p> <p>2008 ELF European Lacrosse Championships – Lahti, Finland</p>
National	<p>German National Championships / RiC</p> <p>Swiss National Championships</p> <p>Dutch National Finals</p> <p>Belgian National Finals</p> <p>Latvian Lacrosse League - 1st National Finals</p> <p>English Northern Flags Lacrosse Festival</p> <p>Korean Summer League</p>

Tournaments	Danube Lacrosse Conference League – Slovakia, Austria, Germany, Slovenia
	Japan Lacrosse League
	<i>Referee in Chief:</i>
	Berlin Open Invitational, since 2014 – biggest full-field tournament in Europe – Berlin, Germany
	Kieler Lacrosse Meeting, since 2013 – Kiel, Germany
	Ken Galluccio Cup, since 2016 – European “Champions League” – Ghent, Belgium
	Hong Kong Lacrosse Open – Hong Kong
	ELF Champions Cup – Hamburg, Germany
	Canada Field Lacrosse League (juniors and seniors) – BC & Ontario, Canada
	Hawaii Lacrosse Tournament – Honolulu, USA
	England National Team USA Tour – New England, USA
	Prague Cup – Prague, Czech Republic / RiC
	ISB Youth Lacrosse Tournament – Brussels, Belgium
	Lowlands Tournament – Amsterdam, Netherlands
	Davos Lacrosse Open – Davos, Switzerland
	Springball Tournament – Stuttgart, Germany
	Passau Open – Passau, Germany
	Laxtoberfest – Munich, Germany
	Bath 8s Tournament – Bath, England
	Sofia Lacrosse Cup – Sofia, Bulgaria
	Austrian Lacrosse Open – Podersdorf, Austria
	London Lacrosse Tournament – London, England
	Lacrosse Makes Friends games – Tokyo, Japan
	Japan Korea Youth Games – Tokyo, Japan
	Dublinfest – Dublin, Ireland
	Sports Promotion Games – Lille, France
	SEMLA League – South England
	International Slovenia Lacrosse Tournament – Ljubljana, Slovenia

INDOOR

FIL	<i>2019 FIL (World Lacrosse) World Indoor Lacrosse Championship</i> – Langley, Canada
ELF	<i>2017 ELF European Box Lacrosse Championships</i> – Lahti, Finland
National	German National Championships Czech League
Tournaments	<i>Referee in Chief:</i> Deputy RiC and Assignor AH Memorial – Prague, Czech Republic RiC Frank Menschner Cup – Prague, Czech Republic Assignor Majors Cup / Winter Lax – Prague, Czech Republic Lax in the Box – Dresden, Germany Swiss Box Lax – Switzerland Isar Box – Munich, Germany

WOMEN'S

ELF	<i>Deputy UiC - 2019 ELF European Women's Lacrosse Championships</i> – Netanya, Israel
-----	--