

# ANDREW MERCER

## PERSONAL DETAILS

**Date of birth:** 14<sup>th</sup> March 1980

**Nationality:** British

## PROFESSIONAL EXPERIENCE

### 2017 – Present

#### **Asian Football Confederation (AFC), Kuala Lumpur, Malaysia - General Counsel & Director of Legal Affairs**

I am the chief legal officer of the AFC, with responsibility for the supervision and management of the AFC's legal function and all legal and governance activities undertaken by the organisation. I act and advise in connection with the full range of tasks carried out by the Legal Department, which is comprised of the following units: (i) Sports Legal, Disciplinary, Regulatory & Governance; (ii) Corporate, Commercial, Events & IP; (iii) Integrity; and (iv) Medical & Anti-Doping. My responsibilities include:

- Acting as a senior member of the AFC's management board (including providing strategic legal and business affairs advice directly to the AFC President, AFC General Secretary and AFC Executive Committee, and participating in crisis management activities).
- Managing the development and maintenance of the AFC's corporate, regulatory and governance framework (for example, the AFC Statutes and AFC Financial Assistance Programme). In the governance area, I also have primary responsibility for the delivery of the AFC Congress and operation of AFC elections.
- Drafting, negotiating and managing a wide range of commercial contracts in respect of the AFC's various club and national team competitions (including sponsorship, licensing, media rights and IP-related agreements). I also support the AFC's Commercial Department with regard to setting and managing the AFC's commercial strategies and objectives. Amongst other things, this involves frequent participation in strategy meetings and the drafting and review of strategy/objectives documents. I am also required to manage the legal activities of external agencies with regard to the exploitation of the AFC's commercial rights.
- Preparing, negotiating and managing a wide range of corporate contracts in respect of the AFC's activities (including service agreements, tender documents and consultancy agreements). I am also a key contributor on domestic and international audit and compliance matters involving the AFC.
- Drafting and negotiating event agreements and advising on bid requirements and documents for the hosting of AFC competitions and other events. This includes attending site visits, assessing bids, managing bidding processes, monitoring compliance with hosting requirements, liaising with host organisations, local/national authorities and other stakeholders, and overseeing rights protection activities.
- Acting as the secretary to the AFC's judicial bodies and committees, including managing the AFC's disciplinary and integrity processes and investigations (for on-field discipline, safety and security issues, club licensing, match-fixing, anti-doping, corruption, discrimination and other disciplinary matters), drafting legal communications, drafting minutes and decisions, and ensuring compliance with all applicable corporate/governance standards. I also act as prosecutor before the AFC's judicial bodies.
- Drafting, reviewing, interpreting and amending the AFC's codes, rules, regulations and policies (for example, the AFC Disciplinary & Ethics Code, the AFC Code of Conduct and the AFC Child Safeguarding Policy).
- Providing advice to other AFC departments in matters relating to the interpretation of competition regulations, competition design, competition-related disputes, referee issues and other sporting matters.
- Working with the AFC Human Resources Department in connection with employee disciplinary matters and the drafting and application of internal policies and procedures.
- Managing the AFC's response on sports medicine and anti-doping matters.
- Instructing external counsel on specialist topics, such as employment law, tax and the local laws of host nations.
- Managing AFC Legal Department staff and budgets (including conducting performance reviews and managing KPIs).
- Liaising with the AFC Communications Department on the preparation of media releases and other public facing documents.

**2010 – 2017****Union of European Football Associations (UEFA), Nyon, Switzerland - Legal Counsel & Venue Director**

I worked in several legal units during my time at UEFA. In doing so, I gained valuable experience of governance/regulatory matters but also had the opportunity to work on industry-leading transactions involving UEFA's valuable commercial and IP portfolio.

- From 2010 until 2013, I worked in UEFA's Marketing Legal Services Division where I had responsibility for the preparation, negotiation, interpretation and management of a wide range of commercial and IP-related contracts in respect of UEFA's various club and national team competitions (including sponsorship, licensing and service agreements).
- During the period 2013 to 2017, I had responsibility for the legal aspects of UEFA's club licensing and financial fair play programme. I advised UEFA's Club Financial Control Body in respect of the various club licensing and financial fair play investigations carried out throughout the football season and the disciplinary/administrative cases brought against clubs/national associations. In addition, I also had responsibility for various cases brought before the UEFA Control, Ethics and Disciplinary Body and Appeals Body in general disciplinary matters (including anti-doping and discrimination offences).

During my time at UEFA, I also acted as a Venue Director for UEFA Champions League/UEFA Europa League matches. This gave me first-hand experience of operational matters at high-profile football events. This was a venue management role and was entirely independent of my position as Legal Counsel. I had responsibility for the overall implementation of the relevant competition on-site (focusing on organisational and sporting matters) and acted as the main UEFA contact person for the home and away clubs, the UEFA Delegate and the referees. On-site, I headed a team of UEFA employees (which included a venue operations/broadcast manager and signage coordinators) and club staff (including commercial, ticketing, stadium and security managers). I had responsibility for making time-critical decisions relating to a range of challenging issues, including anti-doping, anti-racism, security matters and commercial activations, and played a key part in the delivery of the matches.

**2006 – 2010****Slaughter and May, London, UK - Legal Associate**

I completed my legal training in March 2008 at Slaughter and May, a leading international law firm. On qualification I joined the commercial law/IP practice where I advised a variety of clients in relation to general commercial contract matters, the protection and enforcement of IP rights, and the IP/IT aspects of corporate transactions. As well as my general corporate practice, I also worked very closely with several Premier League football clubs in connection with their agreements with service providers and image rights matters.

**2002 - 2003****Radio Beijing, Beijing, China – Presenter**

My duties included presenting the daily news and cultural programmes (English language channel).

**EDUCATION****2016 – 2018**

**Master's degree in Sports Governance (known as the 'MESGO' programme)**  
University of Limoges, France (and others).

**2014 – 2015**

**Certificate of Advanced Studies in Football Management (known as the 'CFM' programme)**  
University of Lausanne, Switzerland.

**2003 – 2005**

**Graduate Diploma in Law & Legal Practice Course**  
Nottingham Law School, UK.

**1999 – 2002**

**BA English Language and Literature**  
King's College London, UK.

**OTHER****2023 – Present**

**Arbitrator at the Court of Arbitration for Sport (CAS)**