



## EEF General Assembly 2023, Board Member Election

### Application Form and Curriculum Vitae

<b>Position Applied</b>	<input type="checkbox"/> EEF President <input type="checkbox"/> EEF 1 <sup>st</sup> Vice-President <input checked="" type="checkbox"/> EEF Board Member <input type="checkbox"/> EEF Board Member Athlete's Representative <input type="checkbox"/> Chair of the EEF EU-Committee * Candidates can tick more than one box
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Personal Information	
Name, Surname	Nayla STÖSSEL
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Date of birth	06.10.1981
Nationality	Swiss
National Federation (NF) proposing the Candidate	NF SUI

Motivation for serving on the Board
<p>Dear delegates Dear members of the board</p> <p>I have been involved with the EEF for several years now and contribute my "general manager" skills. In particular, I am in charge of the Communication and Commercial Cooperation Working Group. I believe that in this way I can make my contribution to the development of the EEF as an organisation, but also to the achievement of the EEF's strategic goals.</p> <p>As the organiser of the Longines CSIO St. Gallen, but also as the person responsible for International Affairs at the board SUI NF, I bring my holistic understanding of our sport.</p>



I am happy if I can continue to make a contribution

Sincerely  
Nayla Stössel

### Sports Career / Equestrian Background

Dates

Experience / Position

Associations and clubs

Since 2019

Member of the Board of the Swiss Equestrian Federation (SVPS), Bern (CH)

Responsible for international affairs within the Board of Directors, my office includes in particular participation in other associations (EEF, FEI) as a representative of the SVPS. My work is guided by my experience as an organiser in top international show jumping and my holistic understanding of the "equestrian ecosystem". I am also a member of the committee for the NF's communication and of the core team of the strategy process for the NF SUI "Strategy 2030".

Since 2018

Member of the Board of Directors, Co-President (since 2023) St. Gallen Economic Region (WISG), St. Gallen (CH)

In this employers' association, I contribute to city development topics with a special focus on regional marketing. Most recently, I have been specifically involved in the working group for the study "WISG Study 2019 - Economic Development St. Gallen".

Since 2018

Member of the Nominations Committee (since 2020 Chair) Federation equestre internationale (FEI), Lausanne (CH).

This committee is dedicated to the good governance of the FEI and meets once a year to examine the incoming candidatures for vacancies within the international federation. Apart from paying attention to the technical skills required, the diversity aspects of gender, age and geopolitical distribution are carefully considered.

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Since 2017

President (until 2020 Board Member) Swiss Volunteers, Bern (CH).

This association offers an IT platform for the management of volunteers and promotes an appreciation within the volunteer community that is independent of assignments. Strategic development and opening up new fields such as corporate volunteering are among its main tasks.

Since 2015

Member of the Board of the European Equestrian Federation (EEF), Brussels (BE)

In addition to representing the Swiss Equestrian Federation, I am responsible for communication and the development of the necessary structures and partnerships (media partnership). Due to the lean structure of the federation (founded in 2009), I see my contribution especially in the necessary organisational development. Furthermore, I am active in the working group "Strategy and Marketing".

Since 2013

Member of the Board (1st Vice President until 2020) SwissTopSport, Bern (CH).

The association of the largest Swiss sports organisers is a lobby for the concerns of the large-scale sports events that take place every year. It sets the political agenda and advocates for synergetic problem solving. In some cases, PR and marketing are also carried out jointly.

Since 2012

Board member, CSIO representative, Alliance of Jumping Organizers (AJO), Brussels (BE)

This interest group discusses international regulations as well as developments and problems. In particular, it lobbies in the event of vacancies in the FEI or in relation to relevant decisions at the FEI General Assembly.

## Professional Career/Work Experience

Dates

Position

Since 2013

President, Co-owner, OC President CSIO St. Gallen AG, St. Gallen (CH)

Main responsible in the lived 360° entrepreneurship. Being active in a strongly networked environment of the athletes and the federations, but also with the location, the sponsors, customers, the media and the OC are central in this task. My commitment to the Longines



CSIO St. Gallen stands for my passion for horse and international sport for the city of St. Gallen and for the social beacon for the entire region and its landscape and population of Eastern Switzerland.

2007 - 2012

Member of the Executive Board Malik Management Academy, St. Gallen (CH)

Within a short period of time I was able to develop from an employee in the conference business to team leader and finally to the management. Most recently, I was responsible for administration and sales of the inter-company seminar and conference business as well as the Master's course. Internalising the Malik management theory was an integral part of this work experience. I found the rapidly increasing responsibility stimulating and was able to develop accordingly.

01/2007 - 04/2007

Trainee Council of Europe, Strasbourg (FR)

My responsibilities within the communication department ranged from internal communication via maintenance of the intranet to media monitoring and press relations. The experience familiarised me with institutional communication and suited my interest in international political cooperation. The experience of teamwork in a supranational and multilingual environment had a positive impact on me.

06/2006 - 09/2007

Temporary employee Polo Club Gstaad, Gstaad (CH)

My work at the office was characterised by customer contact in connection with sales activities, as well as the varied activities within the tournament committee of the Polo Gold Cup Gstaad 2007. At the event, I was primarily familiar with representative tasks and guest/relation and customer care and was responsible for all prize giving ceremonies. My affinity and familiarity with equestrian sports, as well as my multilingualism, were of great advantage and allowed for a high degree of efficiency.

Date and signature of the candidate: St. Gallen, 31.05.23

#### APPROVAL & SUPPORT OF THE NF

Name of the National Federation: Swiss Equestrian Federation

Name of the person signing on behalf of the NF: Damian Müller

Title (President or Secretary General): President

Signature and stamp of the NF: