WBSC
Structure
Departments

Congress

Executive Board

The President
Riccardo Fraccari

Executive Director
Michael Schmidt

Chief Operations Officer
Marco Ienna

Departments
Event
Finance & Administration
HQ Operations & Logistics
IT Department
Marketing
Media & Communications
Member Relations
Protocol & Special Projects
Sport Development

Unit
Integrity
There are nine departments and one integrity unit. Each department has a liaison and three to seven staff members.

**Event**

**Mission**
Manage, deliver and oversee activities, duties and operations for Baseball, Softball and Baseball5 events as well as to develop key projects, ensuring alignment with the vision and mission of the WBSC in terms of delivering consistently successful tournaments.

**Staff**
Joan Garcia – Valerio Cianfoni (B5) - Paul Bernal - Giovanni Pantaleoni - Laurie Gouthro - Amy Park - Sam Bich Kim - Mariela Gonzalez (OG)

**Tasks**
- Bid Process and Review
- Event Structuring
- Format & Delivery
- Review of Regulations & Nominations
- World Rankings

**Finance & Administration**

**Mission**
Efficiently manage finance and HR while supporting other departments (like HQ office operation & maintenance).

**Staff**
Laetitia Barbey - Vedad Suljagic - Sandrine Pennone

**Tasks**
- Finance, Audit, Accounting
- HR
- Administer and oversee WBSC finances
- Advise on and monitor the organisation’s financial plan
- Handle the financial flow and payment processes as per the organisational policies and procedures
- Be responsible for financial record-keeping and reporting, preparing budgets and managing expenditures
HQ Operations & Logistics

Mission
HQ facilities management and office operations, general administration and office operations

Staff
Victor Isola - Francesca Fabretto - Brian Glauser

Tasks
• Management of HQ maintenance and office operations
• Office IT
• Travel

IT Department

Mission
Ensure the WBSC is using the best of breed, mobile responsive web management system and integration of leading technologies; Champion cyber security across the organisation; Promote and teach the usage of the developed technology/software; Sell and expand usage of WBSC IT properties; Creation of world class, dedicated event sites for the WBSC events portfolio

Staff
Paul Macaluso

Tasks
• Design and follow up on tools related to the management system: Academy, Scoring, Event Management, CMS, archive, operators, etc.
• Work closely with the external collaborating team (suppliers) on planning and delivery of approved projects
• Database and DNS management
• Results and data management
**Media & Communications**

**Mission**
Maximise the WBSC’s visibility, implementing an effective communications strategy fitted for targeted groups and strategic areas;
Build strong relations with press/media and other relevant stakeholders;
Support the promotion and communication of the WBSC’s news across the various digital channels and other means deemed necessary while ensuring that publications are aligned with the vision and mission of the WBSC.

**Staff**
Richard Baker - Riccardo Schiroli - Oscar Lopez - Martin Jorge - Allan Hrastoviak

**Tasks**
- Communications (Internal & External)
- Social media development
- TV/broadcast content
- Contribute to the WBSC’s media publications in order to disseminate information about WBSC activities to the international Baseball/Softball community
- Website content (primarily news), in collaboration with other departments.

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**Marketing**

**Mission**
Maximise the WBSC’s brand equity, marketing and resource mobilisation strategies.

**Staff**
Miguel Pazcabrales - Yusuke Nagai - Carolina Machado - Sam Bich Kim - Valentina Naranjo

**Tasks**
- Marketing & media rights sales, branding, TV/broadcast
- Manage relations with sponsors and provide them with accurate activity reports
- Develop new products
- E-Gaming
**Member Relations**

**Mission**
Strengthen the worldwide membership structure and practices; Extend the WBSC’s governance & strategic plan to Continental Associations and NFs, guiding the entire ecosystem to grow and reach the common strategic objectives

**Staff**
Francesca Fabretto - Amy Park - Naomi Bloetjes

**Tasks**
• Relations with National Federations
• Relations with Continental Associations
• Relation with NOCs

**Protocol & Special Projects**

**Mission**
Manage the WBSC President’s itinerary; Manage relations with the IOC, other members of the Olympic family, and international organisations (UNOSDP, UNHCR, etc.); Manage special initiatives; Set WBSC’s vision & contribute to UN SDGs creating a sustainable IF

**Staff**
Valerio Cianfoni - Giovanni Pantaleoni - Aki Huang - Mariela Gonzalez

**Tasks**
• President’s Office
• Protocol
• Strategic planning (internal distribution)
• International relations
• IOC & other organisation relations
• Humanitarian
Sport development

**Mission**
Implement development and educational programmes worldwide at all levels from grassroots to elite, especially in the areas where Baseball, Softball and Baseball5™ growth is needed.

**Staff**
Giovanni Pantaleoni - Mattia Berardi - Joan Garcia - Laurie Gouthro - Amy Park - Victor Isola

**Tasks**
- Development
- Education
- Monitoring & evaluation
- Paralympic
- Academy
- Global Licensing Programme

Integrity Unit

**Mission**
Enhance fair play and transparency, protect athletes’ rights, promote inclusiveness to achieve “Better Governance” within the WBSC.

**Staff**
Chair: Beng Choo Low – Assistant Liaison: Naomi Blotjes – Victor Isola – Amy Park – Valerio Cianfoni – Mariela Gonzalez

**Tasks**
- Implement and adjust rules, regulations and norms
- Anti-Doping
- Anti-Manipulation of competition
- Safeguarding
- Control mechanisms
- Legal
- Governance & compliance
Continental Liaisons

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<tr>
<th>Europe</th>
<th>Asia</th>
<th>Africa</th>
<th>Americas</th>
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<tr>
<td>Francesca Fabretto</td>
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Tasks

- Establish, nurture and maintain a solid working relationship with the Continental Associations and related National Federations
- Manage/support any projects and actions involving such NFs or Continental Associations
- Monitor key concerns and issues for the NFs and work closely with such federations and the WBSC on possible resolutions and/or to manage their expectations
- Manage/support any projects and actions involving such NFs and the WBSC
- Ensure that communication and services provided to such NFs are delivered in an efficient and timely manner
- Coordinate news updates for publication on the WBSC website, together with the Media & Communications Department