

Your experts in the field of stadia consultancy



Maria Walsh

The expert on stadia and arenas is International Sales Manager at SPORT+MARKT, following her engagement in the company's Project Team. Born in Wrocław, Poland, Maria Walsh's expertise on stadia goes along with her focus on business development in Poland and Eastern Europe. Next to her work with key international clients of SPORT+MARKT, Walsh represents the company at various exhibitions and trade fairs, as well as client workshops and seminars. The 33-year-old has her roots at SPORT+MARKT since 2001 as she had already joined the company for her internship following her Master of Sport and Sport Science in Heidelberg, Germany.

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Andreas Ullmann

As Head of Market Intelligence and Senior Consultant at SPORT+MARKT, Andreas Ullmann is an expert on all aspects of sponsorship and finance in sports and stadia business. A German native, he has headed teams in a wide range of stadium consultancy projects in various international territories. In addition to his sporting expertise, Ullmann specialises in market-specific characteristics and possesses a wealth of knowledge on secondary and complementary usage in stadium projects. He has been a member of the SPORT+MARKT team for over ten years and completed his studies in sports sciences at the German Sport University Cologne.

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As the leading research and consultancy company in international sport business, SPORT+MARKT has been analysing the developments and factors for success on the sponsorship and advertising markets for 25 years. In addition to expertise in market, media research and strategic consultancy, our clients have access to one of the most extensive global databases for sport, sponsorship and communications.

With our own Stadia Consultancy Unit, we have developed innovative services for arena and stadium operators, clubs, rights agencies and the public sector, such as models for potential analysis, evaluation of stadium related marketing rights, as well as financial and constructional issues.