



**MAO SPORTS
MANAGEMENT
LIMITED**

COMPANY PROFILE

Developing African Talent
For Global Opportunities

TECHNICAL DEVELOPMENT . ATHLETE PATHWAYS
STRATEGIC PARTNERSHIPS . MEASURABLE IMPACT.

Executive Profile

MAO Sports Management Limited is a Nairobi-based sports management and football development company. We design, coordinate and deliver practical solutions for athletes, coaches, schools, clubs, federations, corporate partners and development organisations across Africa and through international networks.

Our work brings together technical development, education, talent pathways, institutional strengthening, commercial partnerships, and social impact.

We support partners from concept and need assessment through programme design, implementation, monitoring and legacy planning. Our objective is to create football environments that are professionally managed, development-centred, inclusive and capable of producing measurable results.

Company at a Glance



Headquarters

Nairobi, Kenya



Core Sectors

Football development, sports management, education and partnerships.



Primary Clients

Federations, clubs, schools, athletes, sponsors and development partners.



Geographical Focus

Kenya and Africa, with international collaboration.



Delivery Approach

Assess, design, deliver, measure and sustain.



Working Language

English; multilingual delivery arranged through partner networks.

Message From The Founder & Director

Football has the power to educate, unite communities, create careers and strengthen institutions.

At MAO Sports Management, we are committed to converting that potential into structured and sustainable opportunity.

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We believe that long-term success requires more than isolated events. It requires clear standards, capable people, safeguarding, accountable partnerships and systems that continue to deliver after a project ends.

We welcome collaboration with organisations that share our commitment to professional excellence, inclusion and measurable development through sport.

MICHAEL AMENGA

Founder & Director

CAF Technical Expert | CAF Technical Study Group Member

CAF Technical and Development Committee Member

Former FKF Technical Director

Purpose and Direction

Our Vision

To be a trusted African sports management and football development partner, recognised for creating sustainable pathways from local participation to global opportunity.

Our Mission

To design and deliver professional, inclusive and measurable sports solutions that develop people, strengthen institutions and connect African talent with opportunity.



Value Proposition

To be a trusted African sports management and football development partner, recognised for creating sustainable pathways from local participation to global opportunity.



Core Values

Integrity:

We act transparently, ethically and in the best interests of participants and partners.

Safeguarding:

We prioritise participant welfare, child protection and responsible conduct.

Innovation

We use evidence, technology and contextual insight to improve delivery.

Excellence:

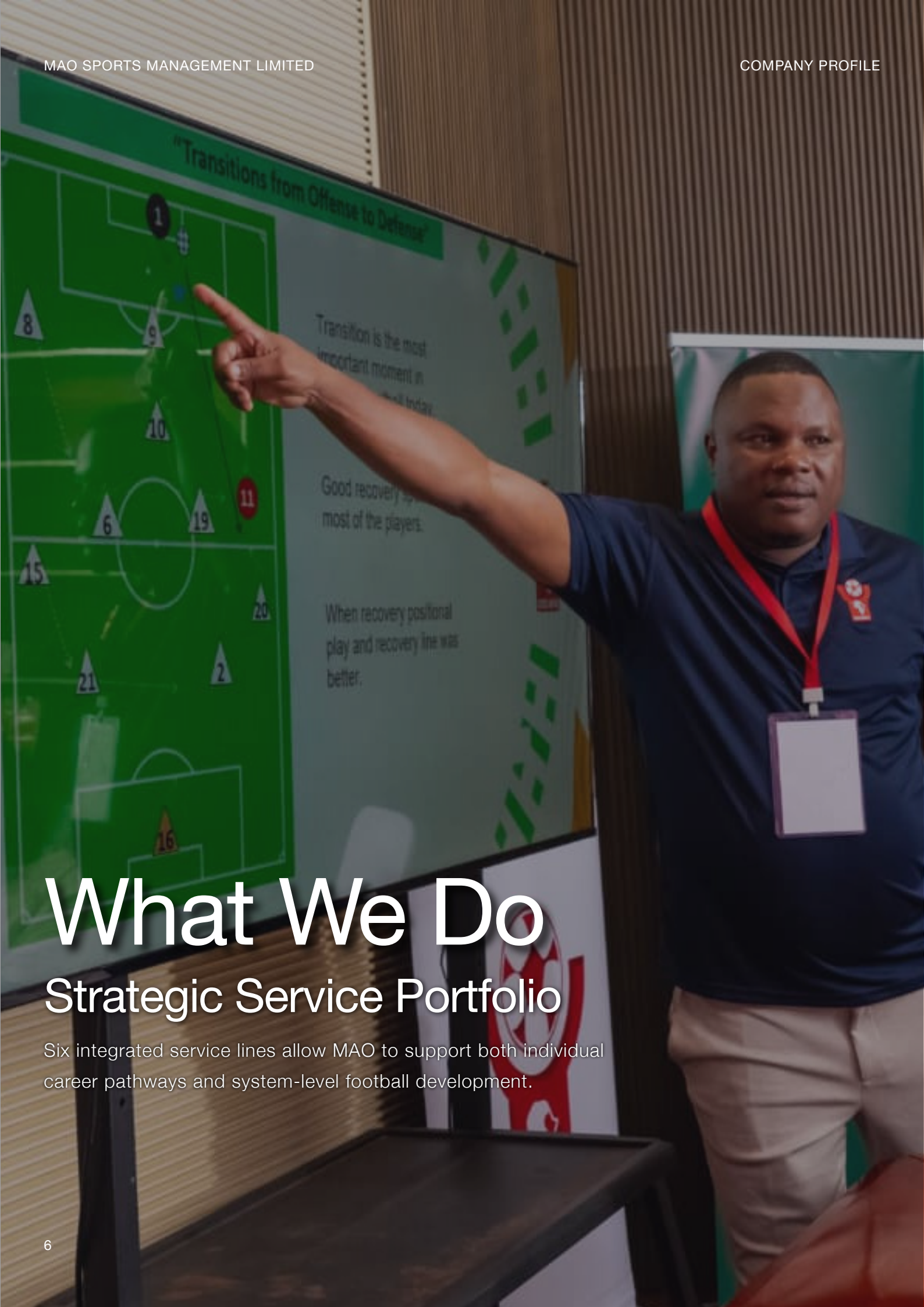
We apply professional standards, continuous learning and quality assurance.

Inclusion:

We promote meaningful access for girls, women, young people and underserved communities.

Sustainability:

We build local capacity, measurable impact and long-term programme value.



What We Do

Strategic Service Portfolio

Six integrated service lines allow MAO to support both individual career pathways and system-level football development.

What We Do

1. Technical Development & Coach Education

We help football organisations and education partners strengthen technical standards, learning systems and competition environments.

- Coach-education programme support, mentoring and educator development.
- Curriculum, pathway and learning-resource review.
- Technical audits, needs assessments and implementation plans.
- League and competition-development frameworks.
- Technical study, match analysis and knowledge-transfer support.



What We Do

2. Youth, Academy & Talent Development

We design age-appropriate environments that connect participation, education, performance and long-term player progression.

- School, community and private academy programme design.
- Development frameworks for U7-U20 age groups.
- Talent identification, monitoring and individual development planning.
- Girls' and women's football development.
- Coach deployment, quality assurance and parent engagement.



What We Do

3. Athlete Career Management & Football Representation

We support athletes to make informed, ethical and sustainable career decisions.

- Career planning, personal development and education support.
- Trials, placement and opportunity coordination.
- Personal branding, media readiness and sponsorship support.
- Financial literacy and transition planning.
- Access to appropriately licensed football agents and qualified legal or financial professionals where regulated advice is required.



What We Do

4. Camps, Events & International Exchanges

We plan and coordinate high-quality football experiences that combine technical development, learning, cultural exchange and partner visibility.

- Training camps, tournaments, clinics and football festivals.
- International Academy exchanges and study visits.
- Technical programming, delegation coordination and logistics support.
- Sponsorship activation, communications and stakeholder management.
- Post-event evaluation and legacy planning.



What We Do

5. Sports Strategy, Governance & Institutional Advisory

We assist organisations to translate strategic ambition into practical, accountable football-development systems.

- Technical strategies, departmental plans and operating frameworks.
- Coach-education, youth, academy and competition policies.
- Organisational capacity reviews and reform support.
- Monitoring, evaluation, learning and reporting frameworks.
- Safeguarding, risk and implementation planning.



What We Do

6. Partnerships, Sponsorship & Social Impact Activation

We help partners build credible sport-based initiatives that align brand value, community need and measurable outcomes.

- Partnership and sponsorship concept development.
- CSR and ESG-aligned football programmes.
- Rights, visibility and activation planning.
- Impact communication, reporting and stakeholder engagement.
- Multi-sector collaboration with schools, federations, clubs and development organisations.



How We Work

How We Work

Delivery Methodology

MAO uses a disciplined five-stage process to ensure that programmes are relevant, implementable, measurable and sustainable.

1. Assess

Clarify partner objectives, participant needs, operating context, risks and available resources.

2. Design

Develop the technical concept, delivery plan, curriculum, budget, responsibilities and measurement framework.

3. Mobilise

Confirm specialists, venues, safeguarding measures, logistics, stakeholder communication and implementation readiness.

5. Sustain

Transfer knowledge, document lessons, strengthen local ownership and agree next-phase actions.

4. Deliver and Measure

Implement the programme with quality assurance, participant feedback, monitoring and adaptive management.

Illustrative Impact Indicators:

- Participants reached completion rates and progression outcomes.
- Female participation, inclusion and access for underserved groups.
- Coaches and educators are progressing through recognised learning pathways.
- Athlete development plans, trials, placements and education continuity.
- Partner satisfaction, programme quality and implementation milestones.
- Safeguarding compliance, incident management and participant-welfare feedback.
- Local capacity retained after programme completion.



Technical Capacity

Leadership and Specialist Network

MAO brings together football technical expertise, experienced coaches and specialist collaborators selected according to each assignment.

The company's delivery network includes CAF A, CAF B and CAF C qualified coaches, coach educators, youth-development specialists, team-management professionals and practitioners with experience in safeguarding, sports science, performance analysis, talent identification and programme facilitation.



Jackline Juma

CAF A-licensed coach with national-team experience in women's football and elite youth development.



Stephen Ocholla

CAF A-licensed coach and former professional player with experience in elite competition and high-performance environments.



Moses Irungu

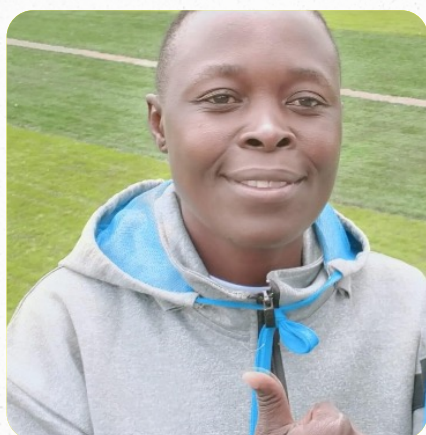
CAF B-licensed youth-development specialist focused on grassroots progression, life skills and structured player pathways.



Wellingtone Ligaru Kana

Coach

Coach Rashid is a dedicated CAF C youth coach with a strong passion for grassroots football development. He has shown great commitment in training, guiding and nurturing young players while helping build confidence, discipline, teamwork and love for the game.



Everlyne Anyango Ochieng

Coach

Coach Everline is a committed CAF C football development practitioner with strong experience in grassroots and youth development, scouting, safeguarding in sports and basic principles of football management. She serves as Team Manager for a local girls' team and is also a member of the Leagues and Competitions Committee of the Nairobi East Branch, contributing positively to the growth and organisation of football at community level.



Anthony Kyalo Kamene

Coach

Coach Anthony is a dedicated CAF C grassroots football coach with a strong passion for training and developing young players. He has excellent commitment to nurturing talent, building confidence and creating a positive environment for children to grow both technically and personally.



Ferdinand Malimba Esipila

Coach

Coach Ferdinand is a dedicated CAF C youth coach with a strong passion for grassroots football development. He has shown great commitment in training, guiding and nurturing young players while helping them build confidence, discipline, teamwork and love for the game.

Quality Assurance:

Team composition and current appointments are confirmed for each engagement. All work involving minors should be supported by documented safeguarding procedures, informed consent, appropriate supervision and clear reporting channels.



Experience and Pathways

Experience and Pathways

Selected Engagements and Collaboration

MAO's work combines school-based development, technical capacity building, international exchange and athlete progression. The examples below illustrate the company's delivery orientation and networked approach.

School and Academy Partnerships

MAO is working with international school environments, including SABIS International School and Viraj International School, to support structured football academies and development activities. These programmes are designed to integrate education with technical training, life skills, talent identification and progression opportunities.

- Structured coaching across age categories.
- School-compatible training schedules.
- Talent monitoring and individual development support.
- Parent and stakeholder engagement.
- Exposure through camps, tournaments and exchange opportunities.

International Collaboration

Through relationships with international sports-management and football-development organisations, MAO supports access to specialist expertise, scouting networks, training methodologies and international pathway opportunities. Any club-specific engagement is presented according to the exact documented relationship and relevant permissions.



Case Study: Jazz Mwelu

Jazz Mwelu progressed through a structured academy programme at SABIS International School supported by MAO's coaching and development framework.

In 2024, he secured placement at Gredos Sports Academy in Spain, demonstrating the value of consistent coaching, mentorship, education support and credible exposure pathways.

The case highlights MAO's commitment to preparing young athletes for the technical, personal and cultural demands of international development environments.



Responsible Delivery

Safeguarding, Governance and Sustainability

Professional sport development requires trusted systems. MAO is committed to delivering programmes that protect participants, clarify accountability and create long-term value.



Safeguarding & Welfare

- Child-protection standards and codes of conduct.
- Consent, supervision and reporting protocols.
- Age-appropriate training and workload management.
- Referral and incident-management procedures.

Governance & Integrity

- Clear scopes, roles, budgets and reporting lines.
- Conflict-of-interest and ethical representation principles.
- Responsible use of participant data and imagery.
- Compliance with applicable football and national regulations.

Sustainability & Inclusion

- Capacity transfer to local coaches and institutions.
- Girls' and women's football participation.
- Education-through-sport and life-skills integration.
- Programmes aligned to relevant Sustainable Development Goals.

Relevant Sustainable Development Goals

SDG 4

Quality Education

Coach education, life skills and school-based development.

SDG 5

Gender Equality

Girls' and women's football, leadership and access.

SDG 8

Decent Work

Professional pathways, skills and sports-sector opportunity.

SDG 17

Partnerships

Multi-sector collaboration and knowledge exchange.

Partner With MAO

Partnership Models

MAO develops assignment-specific partnerships that align technical objectives, participant needs, available resources and measurable outcomes.

Federations, Leagues & Clubs

Technical strategies, coach education, youth pathways, competition structures, technical studies and institutional capacity support.

Corporate & CSR partners

Community programmes, sponsorship platforms, brand activation, employee engagement and impact reporting.

Athletes & Families

Career planning, education support, personal development, trials and access to licensed representation services where required.

Schools & Academies

Academy management, coach deployment, curriculum design, talent monitoring, camps and international exchanges.

Development Agencies & Foundations

Inclusive sport-for-development programmes, capacity building, monitoring and sustainable local ownership.

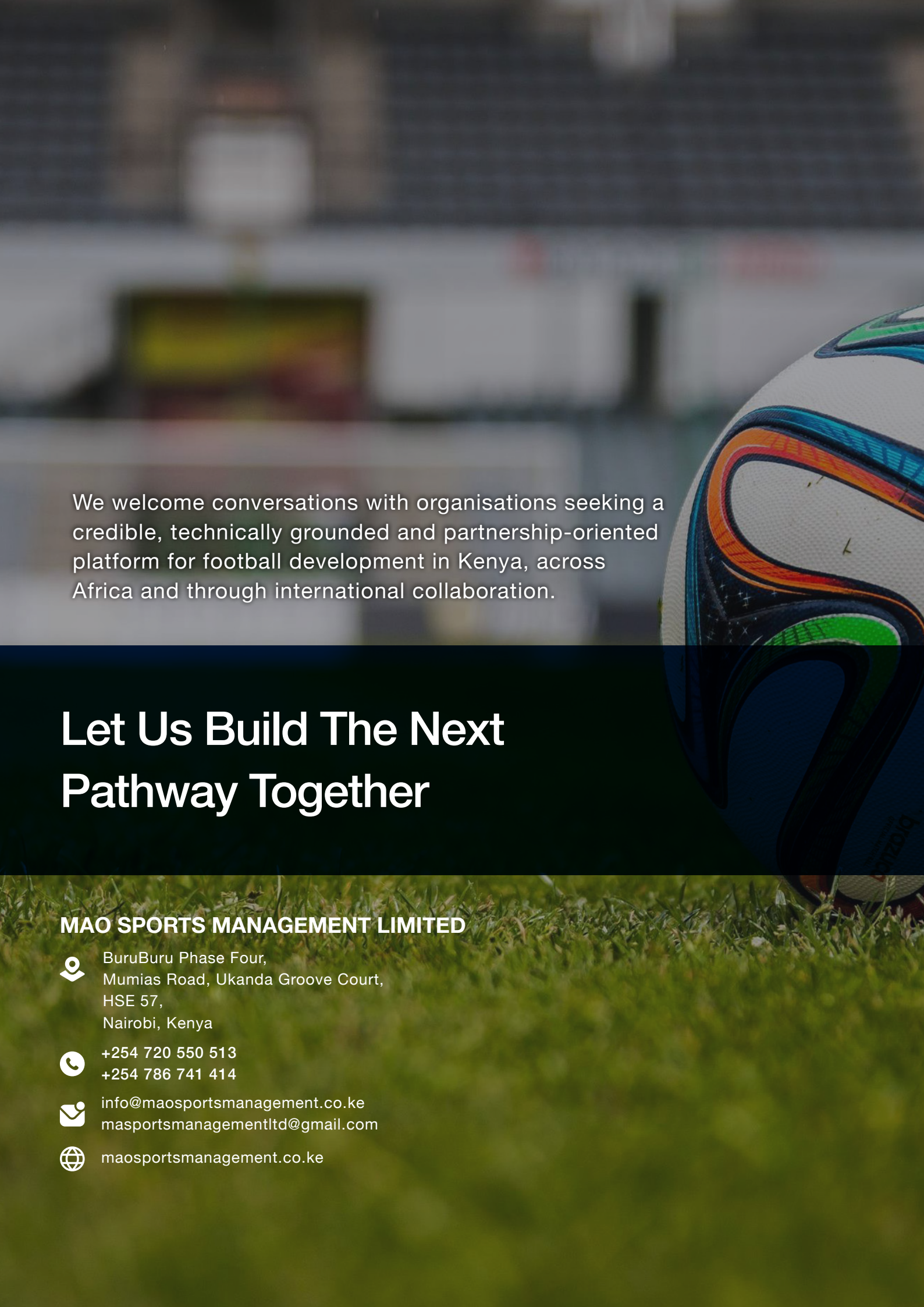
International Football Partners

Exchange programmes, specialist knowledge transfer, scouting pathways, camps and collaborative development projects.

Why MAO

- Deep understanding of African football-development environments.
- Founder-led technical credibility and practical implementation experience.
- Integrated capability across technical, educational, commercial and social-impact needs.
- Access to a flexible network of qualified coaches and specialist partners.
- Emphasis on safeguarding, integrity, measurement and knowledge transfer.
- Ability to connect local development priorities with international opportunity.





We welcome conversations with organisations seeking a credible, technically grounded and partnership-oriented platform for football development in Kenya, across Africa and through international collaboration.

Let Us Build The Next Pathway Together

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