



Alan Andabaka

Equestrian Sports Leader, Sports Governance Expert, & International Entrepreneur

Zagreb, Croatia / Lucerne, Switzerland

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Executive Profile

A highly accomplished sports executive and entrepreneur with over 35 years of multi-sector experience bridging **international sports governance, high-level sports management, and premium corporate development**. Currently serving as an [EEF \(European Equestrian Federation\) Board Member](#) and **Chairman of the Balkan Equestrian Council**, with a proven history of championing transparency, athletic experience and regional synergy. A multilingual leader (fluent in English, Serbian, Bosnian, Macedonian and Slovenian) combining tactical athletic background with extensive global distribution, hospitality, and agribusiness portfolios.

Core Competencies

- **Sports Governance & Diplomacy:** Broad strategic oversight of 40+ European National Federations within the FEI framework.
- **Large-Scale Event Organization:** Direct oversight of 140+ national and international sports events.
- **Strategic Growth & Institutionalism:** Architect of cross-border development programs and unified international voices.

- **International Sales & Business Development:** Executive leader handling multi-country corporate sales, distribution, and customer care models.
 - **Equine Welfare and Sustainability Advocacy:** Visionary leader driving ethical horsemanship, transport logistics, clean sports policies and Equestrian Sustainability strategies.
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Executive Sports Experience

Board Member

European Equestrian Federation (EEF) | Zaventem, Belgium

Sept 2022 – Present

- Co-guide structural and regulatory progress for European equestrian sports, representing collective goals.
- Spearhead European regulatory frameworks, international competition pipelines, and strategic policy development.
- Advocate for horse welfare agendas, sustainable sporting layouts, and robust social licenses for global equestrian disciplines.

Chairman

Balkan Equestrian Council (BEC-BKV) | Balkan Region

2017 – Present (Representative since 2009)

- Direct political and structural coordination across regional federations to equalize and unify athletic pipelines.
- Oversee historical, multi-discipline championships to scale development pathways for young regional athletes.

President / Member of the Supervisory Board

Croatian Equestrian Federation (CRO NF) | Zagreb, Croatia

2007 – 2016

- *President of the Supervisory Board (2012–2016):* Governed operational ethics, compliance monitoring, and financial health audits.

- *Member of the Supervisory Board (2007–2012):* Maintained systemic accountability and fair athletic opportunities across national sport programs.
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Sports Event Direction & Athletic Background

Technical Event Organization (2002 – 2025)

- **Balkan Championships Organizing Committee:** Executed marquee regional fixtures across multi-discipline platforms including Jumping (2011, 2014, 2018, 2025), Endurance (2016, 2025), Dressage (2017), and Driving (2021, 2024).
- **Executive Board Operations:** Managed logistical and financial frameworks for the **CSIO4*W Zagreb** (6 Editions, 2002–2007) and the **Brijuni Challenge** (2005–2006).
- **Show Organizer Portfolio:** Engineered and executed **over 120 National Shows** and **over 20 International Shows** across Croatia, directing logistics, sponsor retention, and safety operations.

Athletic Record

- **Competitive Amateur Showjumping Athlete (S3 Grade):** Active national and international circuit rider and horse owner from 2001. to 2012.
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Professional Career & Corporate Background

Director of South East Europe

Glice AG | Lucerne, Switzerland / Regional HQ

Jan 2014 – Present

- Manage total commercial operations, after-sales networks, heavy maintenance lines, and B2B client satisfaction metrics across SE Europe for the leading eco-friendly synthetic ice infrastructure brand.

Wine Estate Owner

Audentia Optimist | Motovun, Istria, Croatia

Aug 2023 – Present

- Direct strategic development, agricultural processes, distribution networks, and premium brand positioning for an exclusive boutique vineyard and winery with Boutique Hotel.

Founder & Entrepreneur

Treća Sreća / TTL | Zagreb, Croatia

Sep 1991 – Present

- Own and pilot a long-standing family business enterprise running specialized operations across hospitality management, artisanal distillation, and HORECA sector supply pipelines.

Personal Details & Languages

- **Date of Birth:** January 15, 1973
- **Nationality:** Croatian
- **Languages:**
 - **English:** Native or Bilingual Proficiency
 - **Serbian :** Native
 - **Bosnian :** Native
 - **Macedonian :** Working Proficiency
 - **Slovenian :** Working Proficiency