

# Meet the woman from Zacatecas who organizes FIFA world championships



*“It’s always been my dream. What’s really great is being able to work where I’ve always wanted to be and do what I love most,”* said Reyna to CONECTA from Zurich, Switzerland.

Reyna Marely Flores, a **graduate from the Zacatecas campus of Tecnológico de Monterrey**, currently **works** at the *Fédération Internationale de Football Association (FIFA)*.

FIFA is the institution that governs the world’s **soccer federations**, and Reyna is on the team in charge of organizing the world championships.



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But how did she get to **work** at **FIFA**?

**Reyna Flores** started her career at the **Zacatecas campus of Tec de Monterrey** in **2001**, studying a degree in **Marketing** with a diploma in **International Business**.

During her time at the Tec, she was on the **women's soccer team** and was even **team captain** for her final two years at the institution.

The **Tec graduate** confessed that she'd wanted to be on a team since primary school, but **she couldn't** because her teachers told her that *"women can't play soccer"*.



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As well as playing on the **soccer team**, Reyna Marely has taken **piano lessons** since 1989. In 2004, she became the **state coordinator** of the **Zacatecas Musical Symposium**.

*“Reyna’s an extraordinary person with a great passion for what she does. What’s really great is that she’s decided to pursue her dreams,”* said Nancy Álvarez, principal of Tec Zacatecas Junior High.

After graduating in 2005, the graduate worked as coordinator of the Student Affairs Office at **Zacatecas campus**, putting on a **musical for the first time** in 2007.

One year later, she decided to study a master’s in Advanced **Sports and Technology Management Studies** in Switzerland.

*“Rather than organizing concerts and recitals, I decided that I wanted to organize world soccer championships,”* said Reyna.

She returned to Mexico after completing her course. However, she was then given **the opportunity** to join the International Boxing Association (**AIBA**) and returned to Switzerland in 2010.

*“Rather than organizing concerts and recitals, I decided that I wanted to organize world football championships.”*



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She worked there for **three years**, taking part in projects such as the London 2012 Olympic Games and pre-Olympic training camps.

Reyna left that job to “*work for free*” on the **FIFA U-17 Women’s World Cup** in Costa Rica, where she was in charge of **marketing and running** matches, she recalled.

She then applied for a vacancy at the Union of European Football Associations (**UEFA**), where she was responsible for **managing and organizing** matches in the **UEFA Women’s Champions League**.

“*What I like most is doing projects in different countries and interacting with people from **different cultures**,*” said Reyna to CONECTA.

She was even **match director** at events like the final of the **2016 UEFA Women’s Champions League** in Reggio Emilia, Italy.



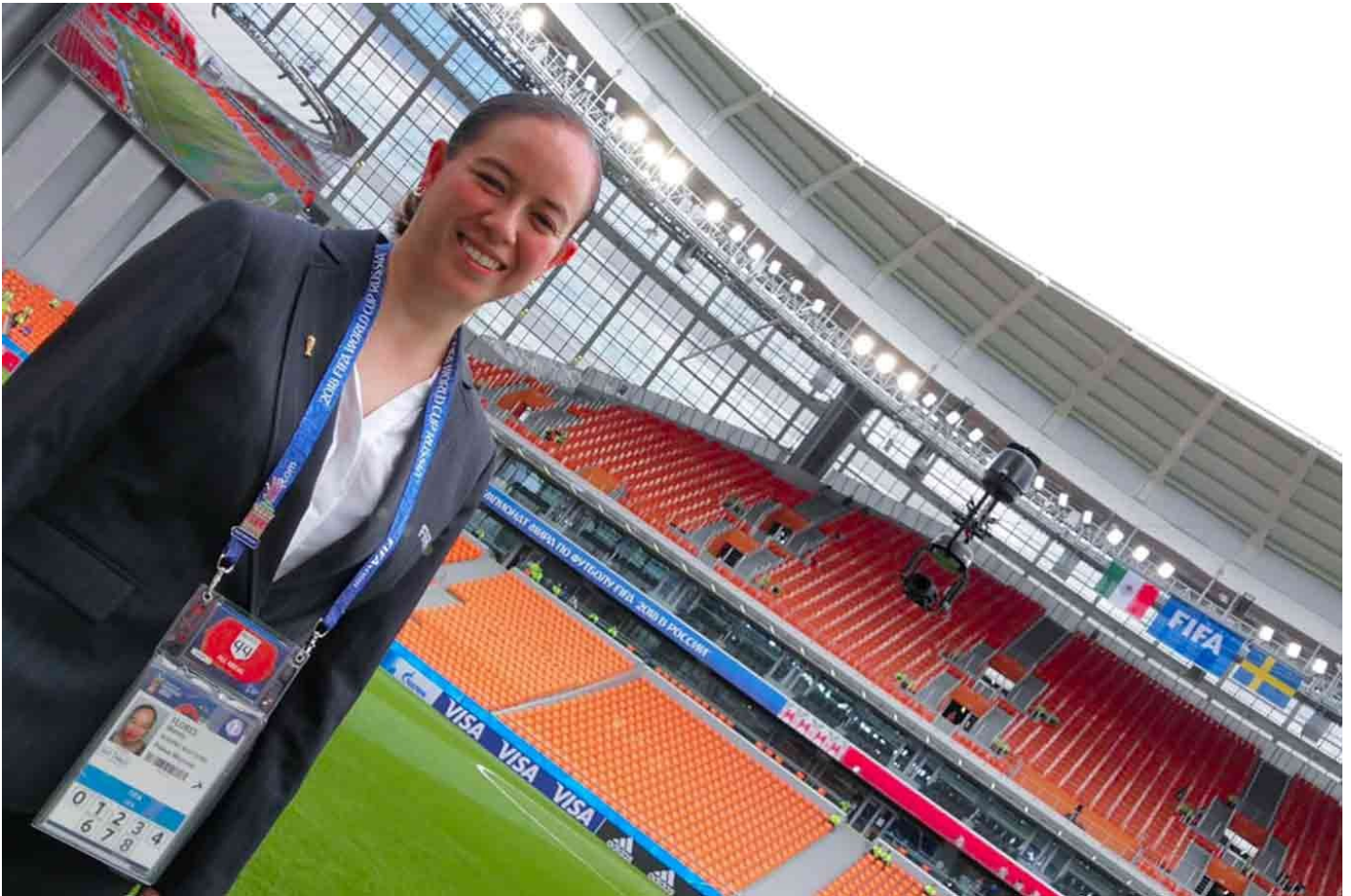
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In August **2016**, she started working for **FIFA**, where she's in charge of **planning and strategy** for the organization of world championships.

*"You need to put in **100% of your effort**, from choosing the color of the uniforms to where the matches will be held, because there are another 500 people who dream of getting your job,"* said the Tec graduate.

Reyna confessed that her career **hasn't all been plain sailing**. As a **woman and a Mexican**, she's had to deal with a lot of obstacles, such as her opinions being ignored.

Despite this, she says that everyone in her field recognizes she's earned her stripes and *"can do the job **as well as anyone**,"* she said.



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At FIFA, Reyna's most important project has been organizing the **2019 Women's World Cup in France**. *"I worked **hard on that** for three years,"* she said.

*"When the fans come through the gates and you see how all your work was worth it, that's a feeling you can't put into words... You just jump for joy."*

The Tec graduate said that even though it had been a **hard journey**, she's managed to get where she is now thanks to having learned several languages and how to be **disciplined**.

*"Find something you like and remember that **nothing's impossible**. It's going to take time, effort, and energy, but if you work at it, you'll get there sooner or later,"* concluded Reyna in her interview with CONECTA.

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