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ATP & LALIGA LAUNCH MBA FOR ELITE ATHLETES

- An exclusive international programme aimed at professional and former athletes, designed to shape the future leaders of the sports industry
- The MBA, delivered in English and based in Madrid, will follow a hybrid format and run from January to October 2026

LONDON – The ATP and LALIGA have joined forces to present the first ever international MBA in sports management created exclusively for professional and former elite athletes. In collaboration with the ATP, the programme is developed and coordinated by LALIGA BUSINESS SCHOOL, the educational branch of LALIGA.

The inaugural edition, set to begin in January 2026, will offer 30 places to active and former elite athletes: 10 reserved for ATP Tour players, 10 for professional footballers and 10 for other high-performance athletes. The programme will follow a hybrid format, combining online classes with three intensive in-person sessions in Madrid, scheduled to align with the competitive calendars of participating athletes. Delivered in English, the programme will span 10 months, concluding in October 2026.

This master's programme builds upon the existing educational alliance between the ATP and LALIGA, which began three years ago with the launch of the "ATP & LALIGA Business Education Programme" – an executive course that has successfully completed three editions, drawing participation from close to 60 ATP Tour players.

Now, the ATP and LALIGA are taking a step further with an MBA designed not only to support athletes in their professional transitions but also to actively contribute to the professionalisation of the global sports industry.

ATP SVP Player Relations Fernando Sanchez said: "We're always thinking about how to support our players beyond their time on court. This MBA is a big step in that direction. It's designed specifically for elite athletes, by people who understand the world they're coming from, and will give them the tools, confidence and connections to succeed in the next chapter of their careers. We're proud to be building this alongside LALIGA, and proud to be investing in the long-term futures of our players."

Director of LALIGA BUSINESS SCHOOL José Moya said: "The sports industry needs managers who truly understand it from within, from the perspective of high-performance experience. This MBA responds to that need and aims to support athletes in their journey toward new professional roles. Having the ATP as a strategic partner in this unique, pioneering project adds further prestige and international reach."

The academic structure is inspired by the model of the International MBA in Sports and Entertainment Management from LALIGA BUSINESS SCHOOL, which has trained over 200 students across five editions. This new programme incorporates the methodology of elite sports training – progression, variety, repetition,

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specificity, and recovery – building a learning experience that mirrors the core principles of high-performance preparation.

The master's programme will include six modules, real-world case studies, individual mentoring sessions and a final project directly applicable to the sports industry.

This new initiative underlines the shared commitment of the ATP and LALIGA to advancing the professionalisation of sport through education – this time, led by and for elite athletes.

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About The ATP

The ATP's mission is to serve tennis. As a governing body of the ATP Tour and ATP Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About LALIGA

LALIGA is the largest football ecosystem in the world. It is a private sports association composed of the 20 clubs/SADs of LALIGA EA SPORTS and the 22 of LALIGA HYPERMOTION, responsible for organising professional football competitions in Spain. It has more than 247 million followers on social media worldwide, across 16 platforms and in 20 different languages. With its headquarters in Madrid (Spain), it boasts the most extensive international network among all sports properties, with a presence in 34 countries through 11 offices and a network of delegates. The organisation carries out its social work through its FOUNDATION and was the first professional football league in the world to establish a competition for footballers with intellectual disabilities: LALIGA Genuine.

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