



Former FIFA Referee

Urs Meier is one of the best-known referees in international football. Over almost three decades, the Swiss referee officiated at 883 matches, including fixtures at World Cups and European Championships, as well as in the UEFA Champions League. As an entrepreneur, coach and TV pundit, he now demonstrates what distinguishes leadership, decisiveness and fairness under the utmost pressure.

Urs Meier (*1959) discovered his passion for refereeing at an early age. Following his debut in Switzerland's top flight in 1990, he went on to become one of Europe's most renowned referees. Among the highlights of his career as a FIFA referee were his appointments at the 1998 World Cup, the 2004 European Championship and the 2002 UEFA Champions League final between Real Madrid and Bayer Leverkusen. However, his career was not defined solely by sporting successes. Urs Meier also attracted international attention for decisions that were debated far beyond the world of football. Following the quarter-final of the 2004 European Championship between England and Portugal, he faced massive public criticism and personal hostility. These experiences have had a lasting impact on his view of responsibility, his ability to cope with pressure and the importance of clear decisions.

After retiring from active play, Urs Meier remained closely involved with international football. From 2007 to 2011, he was head of Swiss referees and responsible for their development; he subsequently worked as a referee observer for UEFA. To this day, he remains committed to the professionalisation of international refereeing. Urs Meier also made a name for himself as a TV pundit. From 2005 to 2018, he analysed controversial match incidents at major football tournaments for ZDF and, together with Johannes B. Kerner and Jürgen Klopp, was awarded the German Television Prize for his coverage of the 2006 FIFA World Cup. Since 2018, he has been providing expert commentary as a referee analyst on UEFA Champions League and Europa League broadcasts for the Swiss television channel Blue.

Using striking match highlights and personal experiences, he demonstrates in his talks how decisions are made under time pressure and why responsibility is inextricably linked to credibility. As a speaker, he combines entertaining insights into the world of professional football with practical ideas for leadership, change and decision-making processes.

Topics (Selection):

- Between the Front Lines - Decisions under Pressure
- Vision Fairplay - Fair Play in Business
- You are the Decision