

Alberto Cei, psychologist and psychotherapist, teaches *Sport Psychology* and *Psychology Applied to Football* at the University of San Raffaele, Motor Science Dept, Roma, Italy and *Psychology* at the School of Sport of the Italian Olympic Committee. He attended at the six last Olympic Games working with athlete winners of 12 Olympic medals. He wrote 14 books in sport psychology and performance development. Alberto is the editorial manager of the *International Journal of Sport Psychology*, and former FEPSAC treasurer. Website: www.ceiconsulting.it