Rubes Levada

Finswimming coach · EU sport project manager · Sport development consultant

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PROFILE

Former Italian national team finswimmer, coach since 2001 and founder of two Zagreb finswimming clubs. Since 2018 I have written and managed EU-funded sport projects (Erasmus+ Sport, ESF+) worth over 1 million euros, as coordinator and partner. I have helped start finswimming and national organisations in Tanzania, Kenya, Uganda and Romania, and led bootcamps and coach courses in Europe, Africa and online. Economics graduate with a background in finance, retail management and language teaching: I combine sport expertise with planning, budgeting and reporting.

PROFESSIONAL EXPERIENCE

Finswimming Team Komet (KPP Komet), Zagreb · 2011 – present

Founder, President, Head Coach and Project Manager

- Leads the club and its EU project portfolio: Erasmus+ Sport coordinator (Aurora, Aurora Adriatic, Mermaids for Inclusion, BalkanSplash) and ESF+ lead applicant (Snaga peraja).
- Croatian club champion 2016; international bootcamps since 2013 in Spain, Tunisia, Tanzania, Kenya, Algeria, Bosnia and Herzegovina and Kosovo.
- Project management support for partner organisations, e.g. Female Football Club Međimurje (LeadHerGame, The Haven Principle).

Finswimming Team Novi Jelkovec (KPP Novi Jelkovec), Zagreb · 2017 – present

Founder, Head Coach and Project Manager

- Grassroots and inclusive programmes for children and young people; Croatian national titles and international results.
- Erasmus+ Sport partner (Water Sports Festival, WIN – What Women Need, Ternary Categories in Sport) and ESF+ lead applicant (Valovi uključenosti).

Diving Club Geronimo and Zagreb Diving Federation, Zagreb · 2007 – 2022

Finswimming coach (professional coach of the Zagreb Diving Federation 2009 – 2022)

- Built the finswimming section into one of Croatia's leading teams (Croatian club champion 2011); founded the "Geronimo Academy" and the Zagreb Finswimming Saturdays (2011 – 2015).
- Croatian senior national team coach (European Championships 2008) and junior national team coach (European Junior Championships 2009).

Record Team Bologna (CN Universo), Italy · 2001 – 2006

Finswimming coach, under-13 team

Makemake j.d.o.o., Zagreb · 2018 – present

Founder and Director – sports equipment trade and services, project management services

Earlier experience

- Italian teacher and translator, various institutions, Zagreb (2006 – present)
- Store director, Pittarello East – Westgate, Zaprešić (2009 – 2010)
- Executive director, Sail d.o.o., Zagreb – Croatian Nokia website and digital marketing (2008 – 2009)
- Independent financial advisor, Banca Mediolanum, Bologna (2004 – 2006)
- Project manager, UISP summer camps, Bologna – over 3,000 children a day in 30+ locations; staff, logistics, tenders and budget (2004 – 2007, seasonal)
- Assistant to the Europe and Middle East manager, Fisher – Emerson Process Management, Castel Maggiore (2001 – 2002)

COACHING RESULTS

- Filip Strikinac – World Champion 2022, 50 m surface (coached 2016 – early 2022)

- Kristijan Tomić – World Championships silver 2016; Adrijan Omićević – two World Championship finals 2016
- Dora Bassi – European Championships silver 2019, 50 m surface
- Vedrana Deren – World Championship finals 2011, European Championship finals 2008 and 2012
- At Record Team Bologna: first coach of Davide De Ceglie and Noemi Melotti, later open-water world champions (2013)

EU-FUNDED PROJECTS

2026 – 2028	Snaga peraja (ESF+) – KPP Komet lead applicant, with PK Trešnjevka – grant €69,096
2026 – 2028	Valovi uključenosti (ESF+) – KPP Novi Jelkovec lead applicant, KPP Komet partner
2026 – 2027	C-BEST+ (Erasmus+ Sport) – KPP Komet partner – €60,000
2026 – 2028	The Haven Principle (Erasmus+ Sport) – project manager for Female Football Club Međimurje
2025 – 2028	LeadHerGame (Erasmus+ Sport) – project management support to the coordinator, Female Football Club Međimurje – €400,000
2025 – 2027	BalkanSplash (Erasmus+ Sport, Capacity Building) – KPP Komet coordinator – €200,000
2024 – 2025	WIN – What Women Need – KPP Novi Jelkovec partner – €60,000
2024 – 2025	Ternary Categories in Sport – KPP Novi Jelkovec partner – €30,000
2024 – 2025	C-BEST: Crossing Borders for Excellence in Sports Training – KPP Komet partner – €16,710
2023 – 2024	Water Sports Festival – KPP Novi Jelkovec – €60,000
2023 – 2024	Mermaids for Inclusion (Capacity Building, Western Balkans) – KPP Komet coordinator – €165,495
2021 – 2022	SPOT – Sportily Together – KPP Komet partner – €59,900
2021 – 2022	Inclusion through Sport – KPP Komet partner – €60,000
2021 – 2022	Aurora Adriatic – KPP Komet coordinator – €60,000
2020 – 2022	EHPARP – Enhancing Health and Physical Activity Rates through Pentathlon – KPP Komet partner – €353,000
2018 – 2019	Aurora – Sport. School. Life. – KPP Komet coordinator – €60,000

INTERNATIONAL DEVELOPMENT, COURSES AND TALKS

- Co-founder and mentor of finswimming organisations in Tanzania (Tanzania Finswimming Association, CMAS affiliation 2022), Kenya, Uganda and Romania.
- Bootcamps and clinics: Spain (2013, 2019), Tunisia (2020), Tanzania (2021), Kenya and Algeria (2022), Bosnia and Herzegovina (2023 – 2024), Kosovo (2024).
- Lecturer at the Croatian Olympic Academy finswimming coach course, level 1 (2025): introduction and history of finswimming, goal setting, training planning, professional development of coaches.
- Online finswimming coach course for six coaches from Malaysia and two from Algeria (2022 – 2023).
- Talks: Tanzania Finswimming International Conference, Dar es Salaam (2022); Erasmus+ info day of the Croatian Ministry of Tourism and Sport (2023); Appennino al Centro, Italy – sport tourism and European networks (2024).

ATHLETE

- Italian national team 1994 – 1999: World Championships 1998 (Cali) team world champion with Italy and 4×200 m relay silver; European Championships 4×200 m relay silver 1997 and 1999; World Games 1997 bronze, 4×100 m and 4×200 m relays; European Juniors 1994 4×100 m relay silver.
- Italian Gold Medal for Athletic Valour (Medaglia d'Oro al Valore Atletico).
- Masters: World Cup 2015 (Ravenna) gold 100 m and silver 50 m surface; European Masters 2020 silver 100 m surface.

EDUCATION AND QUALIFICATIONS

- Master's degree in Business Economics (Dottore Magistrale in Economia Aziendale), University of Bologna, 1997 – 2004; recognised in Croatia by the Agency for Science and Higher Education (2009).

- Finswimming coach, FIPSAS (Italian Federation of Underwater Activities): Level 1 Instructor and Level 2 Master Coach (2012), qualified to teach coach courses; recognised in Croatia (Croatian Olympic Academy 2007, Ministry of Tourism and Sport 2018).
- State examination for financial advisors (CONSOB), Italy, 2004.
- High school diploma in accounting and business management, J. M. Keynes, Castel Maggiore, 1992 – 1997.

SKILLS

- Languages: Italian (native), Croatian C2, English C2, French C1.
- EU project design, budgeting and reporting (Erasmus+, ESF+, EU Funding & Tenders Portal); fundraising; club governance and administration.
- Digital: Microsoft Office, WordPress and website management, social media, basic graphic design, AI tools.
- Driving licence B.