

# Jonathan Mark Pepper BA Hons

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**Full Driving Licence**

## **PERSONAL STATEMENT**

I am a highly educated and motivated individual with extensive knowledge and understanding of the Football Industry and the practical requirements in creating an elite player development system. I have 27 years' experience in professional football. Currently Head of Academy, previous experience as a Technical Director, consultant, and as Academy Manager of a Category 1 Academy at a Premier League Club. Previously 4 years' experience as Project Manager of the EPPP audit process within professional academies at the highest levels of the game within England which has involved detailed reporting, feedback to recommending areas of improvement to drive Clubs forward.

## **Work Experience (Recent Key Full-Positions in Football):**



**Sept 22 to Present Lincoln City FC, Head of Academy (Category 3)**  
Lincoln, England

- Directly responsible for the budget management, audit inspections, liaison with EFL and key stakeholders, Heads of Department, 15 full time staff, and player pathways
- Author of the future strategy of the Academy
- Create, deliver and monitor the vision, strategy and Academy Performance Plan (APP)
- Key member of the Technical Control Board within the Club



**Jan 22 to August 22 Technical Director, Vandrezzer FC (Nigeria)**  
Lagos/Uyo, Nigeria

- Directly responsible for the strategic direction of the football club
- Developing the playing philosophy and processes across the Club
- Developing the talent development system within the Club
- Creating opportunities for a return on investment

**July 21 to August 22 Football Consultant (Self Employed)**

- Providing football consultancy services to clubs and organisations that require expertise. Clients providing services for:
  - Chesterfield FC – started the Women's and Girls programme for the Club, applications for grant aid via the Football Association
  - Conducted an independent assessment of Swansea City Academy (Category 2)
  - Providing coaching services to groups of overseas players



**Sept 16 to June 21**  
Burnley, England

**Burnley FC, Academy Manager (Category 1)**

- Managed and responsible for a budget of over £3 million per annum, Heads of Department and 35 full time staff
- Overseen the design and development of the football and coaching philosophy, coaching curriculum/programme and coaching competency framework (CCF) of the Academy
- Created, delivered and monitored the vision, strategy and academy performance plan (APP)
- Key member of the Technical Control Board within the Club
- Taken the academy from a poor performing Category 3 to amongst a group of elite Category 1 academies in the space of four seasons



**Feb 12 to August 16 Project Manager for Professional Football Academies in England**  
Double PASS, Belgium

- Conducted 50+ Audits at Category 1 to Category 4 clubs in England, 1 in Hungary plus a number of study visits in Belgium
- Helped write, translate and manage the online audit tool so it was suitable for the English market and had creditability amongst the clubs, leagues and federation
- The key link between the client (Premier League) which helped successfully deliver the double pass vision and strategy into a different country and league. This had major benefits to the company moving forward and opened further business opportunities in different continents including Asia and America
- Managed a team of people from across Europe whilst liaising and travelling constantly across the UK and to head office in Brussels

#### **Other relevant full-time work experience**



**July 08 – Jan 12      Academy Coach/Teacher (9-16 years), Nottingham Forest FC**



**Sept 02 – May 08      Academy Manager, Bradford City FC**



**Jan 99 – Sept 02      Centre of Excellence Director & Asst. U18 Coach , Chesterfield FC**

#### **Education:**

**2011- Present      Leeds Beckett University, Master Degree in Sports Coaching**

**2020 – 2021      Portsmouth University, Post-Graduate Certificate in Academy Football Management**

**1991-1995      Manchester Metropolitan University, BA (Hon.) Business and Sports Coaching**

#### **Football Related Qualifications**



**UEFA 'A' COACHING LICENCE 2003**



**FA LEVEL 4 ADVANCED YOUTH AWARD 2014**

**Referees:** Available upon request