

Matthew Layton (BA) Hons

05/07/1985

Swn Y Mor, Oxwich Green, Oxwich, Swansea SA3 1LU

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Education

1. Bachelor of Arts (BA Hons) - Sports Management
2. UEFA A License / English Football Association Advanced Youth Award
3. Higher Education Diploma in Elite Coaching Practice
4. PhD Sport, Physical Education and Health Sciences (*completion 2025*)

Experience

Academy Head of Youth Development Phase, Swansea City AFC (2021 – Present)

1. Successful completion of Premier League/EFL audit process (2022) – C2 status.
2. Lead and manage the multidisciplinary team (coaching and operations).
3. Plan, manage, analyse and review the individual player development programme
4. Lead and manage player development measuring and tracking processes.
5. Co-created and implemented the coaching syllabus and player curricular.
6. Manage the recruitment process of academy coaching staff.
7. Lead and manage - Continued Professional Development programme.

Academy Lead Youth Development Phase Coach, West Bromwich Albion FC (2019-2021)

1. Led and managed multidisciplinary department - staff/coaching/games programme.
2. Co-created and implemented academy coaching syllabus/player curriculum.
3. Managed the day-to-day operations of the multi-disciplinary team.
4. Implemented and delivered internal staff development Continued Professional Development programme.
5. Mentored full time and part time coaches supporting their Development Action Plan.
6. Created and implemented an interactive, individual player development programme.
7. Managed the formal player/parent performance review process.
8. Mentored academy players supporting transition into senior /external environments.

Academy Football Operations Manager, West Bromwich Albion FC (2011 – 2019)

1. Implementation of Academy Performance Plan. Successful completion of Premier League audit process (2013, 2016, 2019) – C1 status.
2. Managed all aspects of Premier League compliance/guidelines/YD rules.
3. Managed internal/external projects operational projects.
4. Managed multi-departmental day to day operations of the academy.
5. Designed a position specific, talent ID profiling and multifaceted syllabus/curriculum.
6. Created an individualised system and process to measure and track performance and development.
7. Implemented an interactive visual content player reporting/feedback process.
8. Led internal continued professional development (CPD) training workshops.
9. Delivered successful external guest lectures / presentations subjects include coaching, analysis, talent ID, S&C (undergraduate Sports coaching and management/Football Innovation Summit).

Academy Youth Development Phase Coach, West Bromwich Albion FC (2011 - 2019)

1. Part of multidisciplinary team delivering the player development programme.
2. Managed all aspects of the coaching/games programme. Lead coach across the phase.
3. Coaching mentor supporting academy coaches CPD programme.
4. Managed the individual player review process.
5. Mentored and supported current and former academy players post exit routes.

Founder/Director, Pure Sport Foundation Ltd (2006 – 2017)

1. Created a sports programme strategy to comply with Charity Commission guidelines and successfully managed a community engagement programme within strict budget.
2. Led/managed a large group of full time/part time coaching and support staff.
3. Worked with key external stakeholders to generate annual government funding to implement community sporting projects and initiatives in line with the charities aims and objectives.
4. Covered 3 local authority region/ engaging over 1000 young people each week.
5. Concluded a five-year annual sustainable profit.

Head Football Development Coach, Dudley MBC (2006 – 2013)

1. Created and delivered a successful community football/multi sports development programme.
2. Coordinated and managed a team of coaching and support staff.

Academy Coach, Birmingham City (2006 – 2010)

1. Planned and delivered the training syllabus and games programme.
2. Managed all aspects of the coaching/games programme/review process. Lead coach.

BTEC Lecturer / Football Development Coach. Dudley College (2006-2009)

1. Planned and delivered BTEC/NVQ modules within the sports development programme.
2. Collaborated within the sports development team to plan, deliver and review the academic programme.

Professional Summary

I am a trustworthy, open minded and motivated person. My core values are based upon building strong and effective personal relationships. I am honest and reliable person who can adapt to differing environments.

I have a comprehensive, fully transferable academic and practical knowledge of pedagogy, coaching, leadership and management. I am highly experienced in leading multidisciplinary teams (MDT), operationalising integrated and coherent systems and processes to support long-term talent development strategies.

I have an extensive and sustained technical background across the full talent development pathway. I strive for continued personal development to enhance my skill as a valued team member and proactive and effective leader.

Most Proud Of

1. Developing elite athletes
2. Developing innovative player and coach development processes.
3. Mentoring elite athletes and coaches

Strengths

1. Relationship building.
2. Honest, professional, trustworthy
3. Dedicated, growth mind-set.
4. Interpersonal dexterity/communication
5. Critical Thinker
6. Leadership and management

Languages

1. English
2. Spanish (in practice)

Current Academic Study

PhD (Sport, Physical Education and Health Sciences)

Other Information

I have a great passion for and actively participate and study a variety of sports. I conduct a healthy and active lifestyle.

Linkedin Profile

[LinkedIn.com/in/matthew-layton](https://www.linkedin.com/in/matthew-layton)

References

Available upon request.