



# JOHN O'DONNELL

FOOTBALL SCOUT & COACH

## CONTACT LINKS



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## ABOUT ME

Over 38 years' experience I have gained extensive experience in scouting, primarily within the Championship as well as more recently professional development phase and academy levels. During this period, I have prepared team and player assessments and have compiled a comprehensive list of players that I have scouted and signed professional contracts.

In conjunction with my extensive knowledge of players, I have built a strong database of agents, managers and coaches at elite level who I maintain regular contact with.

I possess excellent interpersonal and administration skills as well as being self-motivated, flexible and organised.

I am computer literate with Microsoft Word and Excel, whilst being highly trained to use Scout7 / ISF, Instat, Wyscout and bespoke analytical packages.

I have an excellent understanding and practical experience with key elements of talent identification and recruitment areas, including statistical player data and match analysis.

I am also an individual who prides themselves on addressing both the short term and the long-term recruitment needs of the football club, using strategic planning and assessment techniques.

I have also coached in America, Africa and in Australia between 1991 and 1995.

## PLAYING CAREER

Sheffield Wednesday



Watford FC



Luton Town FC



## SCOUTING & COACHING EXPERIENCE

Sheffield United FC



2024 - Present

Brighton and Hove  
Albion FC



2023 - 2024

West Bromwich  
Albion FC



2022 - 2023

Crystal Palace  
FC



2021 - 2022

Sheffield Wednesday  
FC



2014 - 2021

Middlesbrough  
FC



2011 - 2014

Leicester City  
FC



2001 - 2006

West Ham United  
FC



2000 - 2001

Southampton  
FC



1996 - 2000

# QUALIFICATIONS & TRAINING

FA Talent ID 1



FA Talent ID 2



PFSA Level 1



PFSA Level 2



PFSA Level 3



FA Safeguarding



Microsoft  
Power Point,  
Word & Excel  
packages



Instat and Hudle



ProScout7 / ISF &  
Wyscout packages



## **SKILLS**

- Football Team Management
- Active Listening
- Teamwork and Collaboration
- Football Rules and regulations
- Interpersonal Communication
- Problem Solving
- Critical Thinking
- Multitasking Abilities
- Team Building

## **REFERENCES**

**Miles Dobson Brighton and Hove Albion – Line Manager**

**Richard Beale - Under 23 Manager West Bromwich  
Albion Football Club**

**Many others upon request**



## **JOB ROLES**

### **Nationwide Scout. First Team Recruitment – Sheffield United Football Club**

**Responsible for player recruitment within the First Team.**

**Attending The Championship League and EFL fixtures creating player reports and recommending potential signings that fit the criteria and budget.**

**Attending fixtures to complete opposition reports.**

### **Regional Scout. Brighton and Hove Albion Football Club**

**Responsible for the identification and recruitment of players in the Midlands area aged 14 to 21 years.**

**Attending a minimum of three academy and non-league games per week reporting and compiling a live database of potential signings.**

**Attending weekly scout meetings to share information on games covered during the week.**

**Forging and developing a strong network of trusted professional scouts, coaches, and agents.**

**Developing relationships with Southern and Northern Scouts internally to ensure intelligence and cross referencing of potential signings are shared.**

### **Lead Scout. Recruitment Professional Development Phase – West Bromwich Albion Football Club**

**Employed as a consultant on six monthly increments. Working closely with the Under 23 Management I was responsible for planning fixtures and identifying players that would fit the playing style of the football club.**

**Arranging and facilitating training days and trial games for players to showcase their talent in front of senior management and coaching staff who were able to watch and have signed consequently.**

**Head of Recruitment left his role in January – Taking on this responsibility developing relationships with agents, Heads of Recruitment, and players directly. Arranging work experience forms to be signed and returned to parent clubs to ensure players came in on week trials – arranging accommodation and ensuring players welfare and safeguarding was a priority.**

**Producing and maintaining a database of potential signings identified as well as compiling detailed player reports.**

## **Midlands and South West Lead Scout. Recruitment Professional Development Phase – Crystal Palace Football Club**

**Employed as a consultant on a fixed six-month contract, I was responsible for identifying potential signings whilst covering 12 specific teams within the West Midlands and South West of England.**

**Watching up to five games per week, compiling detailed notes on all age groups, gathering intelligence on players', and sharing any information onto the football club database.**

**Fostering and maintaining football club / agents/ coaches and academy managers contacts within the identified football clubs to ensure Crystal Palace are provided with relevant up to date information in a timely fashion.**

**Responsible for future planning of fixtures and own diary to ensure all teams have been seen at least three times before Christmas.**

**PowerPoint presentation providing extensive reports on all players aged 14 to 18 within the twelve teams to senior**

**management provided prior to exit**

## **Nationwide Scout. First Team Recruitment – Sheffield Wednesday Football Club**

**Employed on a part-time basis where I was responsible for player recruitment within the First Team and Professional Development Phase.**

**Attending The Championship League and EFL fixtures creating player reports and recommending potential signings that fit the criteria and budget.**

**Attending fixtures to complete opposition reports.**

**Report to the Head of Professional Development Chief Scout daily to ensure all relevant information was uploaded onto the database and to ensure appropriate planning of future fixtures are agreed.**

**Coordinating with football clubs and ensuring tickets are requested for all scouts in a timely manner.**

**Communicating with scouts within the department to ensure scouts are aware of pending fixtures and to ensure the scouts remain focused on objectives set.**

**Regular daily communication with scouts to ensure appropriate sharing of intelligence and information is gathered and then logged on to the database.**

**Attending regular recruitment meetings at the football club with Academy Manager and Head of Professional Development Recruitment to plan and to ensure the implementation of management requests are cascaded to scouts in a timely manner.**

**Managing scouting budget ensuring budget is kept within agreed limit throughout the season in line with management instruction.**

### **First Team Scout – Middlesbrough Football Club**

**Employed on a part- time basis as a regional scout within the Midlands Region.**

**Responsible for attending Championship League fixtures creating opposition team and player assessments at senior elite level and ensuring all reports are filed using Scout 7 package.**

**Creating a network of agents and managers / coaches sharing information and enabling several players to come in on trial and sign professional forms.**

**I brought in several players that fitted the remit and the budget within the football club at both senior and academy levels.**

### **First Team Scout – Academy Coach – Leicester City Football Club**

**Worked for Jim Melrose compiling all the first team match assessments and player recruitment for the football club to help build up an under 21 squad and assisting with the academy recruitment. Backing up reports with analytical data using bespoke software.**

**Also coached at the academy and was the Satellite Manager in Milton Keynes where over 50 players were signed into the academy.**

**Responsible for managing 10 scouts in the region ensuring all scouts had fixtures to attend weekly. Regular contact and telephone conversations with staff to ensure the scouts were looking at identified players and submitting weekly reports.**

### **Academy Coach and First Team Scout – West Ham United Football Club**

**I was employed on a part-time basis. Academy coach and manager of satellite academy. Responsible for the recruitment in the northern home-counties area. Managed 5 scouts in the region. Setting up and maintaining a regional scouting network. Also coached the football club academy under 11 team, three times per week.**

**Moved to the Midlands area due to a change in my primary job.**



## **First Team Scout – Southampton Football Club**

**Employed on a part-time basis and was responsible for the first team opposition assessments.**

**Responsible for senior player recruitment in the home counties and part of a nationwide scout network of six scouts.**

**Coached at the Football Club Satellite Training Centre in Slough, coaching several players that went on to play first team football.**

**Moved to West Ham United to coach and manage the Satellite Academy Centre in Hertfordshire.**

**Thank  
you**

JOHN  
O'DONNELL