



# LUCA MONTI

TECHNICAL DIRECTOR  
UEFA B LICENCE

## EXECUTIVE SUMMARY:

As a seasoned Football Academy Director & Head of Coaching, I possess over a decade of extensive experience both in Italy and on the international stage, including Europe, the Middle East, Africa, and America. Starting my career as a football player, reaching the professional level, at the age of 20 I started my journey in coaching getting my UEFA B license at the age of 24. This journey equipped me with technical and tactical knowledge, advanced skills in communication, people and business management. Profound expertise in developing and delivering football programs and curriculum. I am dedicated to fostering talent, enhancing team performance, and contributing to the club's overarching goals.

## INFO

- 12/02/1994 Ivrea, Turin, Italy
- Currently located in Dubai
- +39 3401671235  
+971 585688379
- [luca.monti25@gmail.com](mailto:luca.monti25@gmail.com)
- International driving licence

## EDUCATION

High School degree in Marketing and Finance (2014)

## QUALIFICATION



UEFA B Licenced Coach  
(Italy, 2018)



Proficient in operating VEO  
cameras and video clipping



Experienced in utilizing The  
Coaching Manual for  
session editing

## LANGUAGES

- English fluent
- French professional
- Italian native



## WORK EXPERIENCE

### HEAD OF COACHING FOR DESERT FALCON FC

08/2023 – up to date

- Serving as Head of Coaches at Desert Falcon, overseeing a team of 8 coaches and ensuring the delivery of a comprehensive curriculum and program.
- Conducting on-field performance reviews to maintain high-quality training sessions.
- Coaching two elite teams to 1st and 2nd place finishes in Dubai's main league (YFL).
- Leading weekly Continuing Professional Development (CPD) sessions for coaching staff.
- Achieved a significant increase in academy subscribers, from 180 to 300.
- Enhanced the overall quality and competitiveness of the teams, leading to 6 league victories.
- Acting as the primary liaison for parents and league organizers, demonstrating strong communication skills.

### **AREA HEAD COACH FOR JUVENTUS ACADEMY DUBAI**

09/2020 – 07/2023

- Head Coach for 2 locations with a total of 200 players each season, from 4 to 18 years old.
- Responsible for the Selected Teams program, involving the most skilled players in the Academy with exposure in the main Dubai's leagues.
- Juventus Academy World Cup winner in 2023 edition as coach of the U12 Selected Team.
- Managed and supervised 8 coaches per season, forming and helping their development.
- Worked in liaison with Admin team to keep the locations organized in the daily activities.
- Looked for marketing and business strategies with Academy's management.
- Created a technical program for the Academy, following the Juventus guidelines.
- Use of technologies such as VEO cameras and PlayerMaker trackers.
- Built relationships with parents and kids.

### **FOOTBALL COACH FOR JUVENTUS INTERNATIONAL SUMMER CAMPS SUMMARY**

04/2019 – 07/2023

- Served as a football coach and Head Coach at Juventus International Summer Camps, delivering high-quality training across a diverse range of locations worldwide. My assignments included coaching in Mexico (Mexico City and Guadalajara), Switzerland (Bellinzona, Birr, Le Landeron), the USA (Philadelphia and Houston), along with programs in Sweden (Stockholm), Holland (Amsterdam), Luxembourg, Belgium (Liège), Italy (Verdura Resort, Sicily), Estonia (Parnu), and Puerto Rico (San Juan). Furthermore, I represented Juventus as Area Manager in Georgia, delivering lessons about the methodology, overseeing the program and reporting to the headquarter in Turin.

### **MAIN COACH FOR JUVENTUS ACADEMY MOROCCO (CASABLANCA)**

09/2019 – 03/2020

- Coached, in 2 different locations, kids from 4 to 18 years old.
- Made the seasonal technical and tactical periodization for the whole Academy.
- Created a database of 90 Training Guides following the Juventus methodology.
- Coached 3 elite teams with exposure in competitions around the city of Casablanca.
- Worked in liaison with the admin team to keep the locations organized.
- Led weekly meetings with coaches to form and develop them.
- Main point of contact for Juventus Academy Project in Morocco.

## YOUTH COACH IN USD QUINCINETTO-TAVAGNASCO (ITALY)

09/2014 – 05/2019

- Coached every category from "Primi calci" to "Allievi" (from U8 to U17).
- Competed in regional and country competitions, facing often Professional Youth Sectors teams.
- Organized the club's yearly tournaments involving more than 70 teams.
- Managed the Summer Camp for 3 years involving an average of 50 kids per year and 2 coaches with me.

## PLAYING CAREER

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I mainly played as a striker since my early start at 5 years old. I developed my skills in the prestigious youth academy of Pro Vercelli (Italy) from 13 to 17 years old, having the chance to play in the National League for 3 seasons with them. I moved to another club (Valle d'Aosta) once I started playing with adults, winning the 4<sup>th</sup> Division League the first season, and playing in 3<sup>rd</sup> Division (Professional) for the following one. I also played in 5<sup>th</sup> division for two clubs, Ivrea Calcio and USD Quincinetto-Tavagnasco, where I ended my career as player in 2019 and I started my journey as an international coach.

## SKILLS

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|-------------------|------------------------|
| • Problem solving | • Multicultural skills |
| • Leadership      | • Adaptability         |
| • Empathy         | • Team building        |
| • Communication   | • Highly motivated     |

## REFERENCES

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Contact details are available upon request.

- Lee Tsang (DFC Dubai Technical Director)
- Luca Labricciosa (Juventus Academy Dubai Technical Director)
- Antonio Leo (Juventus Academy Qatar Technical Director)
- Davide Fornaca (Head Manager Juventus Academy Program)
- Gianni Di Guida (Italian UEFA Pro instructor and professional coach)