

Curriculum Vitae

Flemming Berg
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South Africa

Date of birth: 21/8-1972
Nationality: Denmark

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Football:



2022 – present

Sporting Director, Mamelodi Sundowns FC

www.sundownsfsc.co.za

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|-----------|---|
| 2021/2022 | Winner PSL, South African Premier League |
| 2021/2022 | Winner Nedbank Cup, South African Cup |
| 2021/2022 | Winner MTN8 Cup, South African Top-8 team Cup |
| 2021/2022 | QF in CAF Champions League |
| 2022/2023 | Winner PSL, South African Premier League |
| 2022/2023 | Semifinal in CAF Champions League |
| 2023/2024 | Winner PSL, South African Premier League |
| 2023/2024 | Winner of the inaugural CAF African Football League |
| 2023/2024 | Semifinal in CAF Champions League |
| 2023/2024 | Nedbank Cup final, to be played 01.06.2024 |
| 2023/2024 | Qualified for the FIFA Club World Cup, 2025 |

Key Responsibilities:

- Transfers and contract negotiations
- Player recruitment and scouting
- Player development
- Strategical planning
- Data analysis and technology
- Relationship and partnership management
- Compliance and regulations
- Building a high performance culture and environment



2021 – 2023

High Performance Expert, FIFA

www.fifa.com

- Consultant for FIFA MA's Technical Departments
- Consultant for FIFA Talent Development Scheme (TDS)



2015 – 2022

**Technical Director, Head of Elite Development
The Danish Football Association (DBU)**

www.dbu.dk

- Responsible for all national teams of Denmark
- In charge of national Coaches.
- Responsible for playing philosophy of Denmark
- In charge of strategy and structure of Danish talent development
- Developer of The Danish FA "Talent-ID" course



2014-2015

Scouting Consultant, Columbus Crew, MLS

<http://www.columbuscrewsc.com>

- Recruitment strategy
- Strategy of building a scouting network based on cost-benefit markets
- Data analysis on evaluation on prospects and clubs current roster



2014 – 2015

Chief-Scout, Brøndby IF, Denmark

www.brondby.com

- Responsible for structuring and managing the clubs Scouting resources and network.
- Technical Scouting, database and security
- Managing the clubs budget for Scouting and travel-expenses
- Conduct workshops and educational programs for the Scouting-staff
- Final decisions on any player from the Scouting department and presenting for the Sporting Director and Manager.
- Dealing and negotiating players



2012 – 2014

Chief-Scout, FC Nordsjælland, Denmark

www.fcn.dk

- Responsible for structuring and managing the clubs Scouting resources and network.
- Technical Scouting, database and security
- Managing the clubs budget for Scouting and travel-expenses
- Conduct workshops and educational programs for the Scouting-staff
- Final decisions on any player from the Scouting department and presenting for the Sporting Director and Manager.
- Dealing and negotiating players



2005 – 2012

International Senior Scout, Chelsea FC

www.chelseafc.com

Chief-Scout: Portugal

- responsible for all scouting in Portugal
- dealing and negotiating players

Scout and coordinator: Spain

- responsible for coordinating Chelsea FC scouting network in Spain
- scouting in Spain

Scout and coordinator: South-America

- responsible for coordinating Chelsea FC scouting network in South-America, with main focus on Brazil, Argentina & Uruguay

“Cross-over” scouting

- in charge of several “cross-over” scouting tasks all over Europe

Usability responsible Technical Scouting

- usability responsible for Chelsea FC development of reporting structures and analytical systems

Presenter at Conferences and Workshops

- conducting scouting workshops in UEFA educational courses

Developer of “The Perfect Talent”

- developed a talent-identification model for professional clubs

Several workshops and programs in Chelsea FC

- taken part of coaching development
- taken part of the daily training in Chelsea FC
- worked closely with Sporting Director and Academy Director



2003 – 2005

Headcoach/Manager, Thisted FC, Denmark, **senior, prof**,

2004/2005:

- **Promotion** to 1.division for the first time in the club history
- record : 18-3-7. Goal score : 73-36. Run with 9 straight wins

2003/2004: took charge mid-season

- 8.position – mid table
- record : 6-3-6. Goal score : 32-24

2001 – 2003

U19 Headcoach & Academy Director/Head of Talent-Development,
Thisted FC

- contracting players
- budget-management
- responsible for all top talent players
- development-plans for top-talents
- contracting coaches
- coach-development “Coaching the coaches”

Composer and writer of the Thisted FC talent development “The blue way”



2000 – 2001

Headcoach, FC Copenhagen, Denmark, U17



1999 – 2000

Headcoach, Hvidovre IF, Denmark, U19

Football-education:



- 2012 **UEFA Study Group Scheme**
- Coaching-education
 - Participant at the English FA.

- 2011 **UEFA Study Group Scheme**
- Talent-development
 - Participant at the Portuguese FA.



- 2011 **Academy Manager License, The English Football Association**

- Topics – amongst others:
- Managing Elite Players
 - Developing A Playing Style
 - Taking Over an Academy
 - Financial Matters
 - Skill Development



- 1999 **UEFA Coaching A-license**
- **top-marks** in Theory
 - **top-marks** in Practical

Teaching:

- 2000 – present **UEFA instructor on** Pro-license, A-license & B-license coaching-courses
- 2003 – present **Developer on UEFA courses** for the Danish Football Association(DBU)
- 2006 – present **Conductor/presenter** scouting workshops on top level

Education:



2016-2020

Leadership in Elitesport for Sporting Directors, Team Danmark(Danish Government institution for Elitesport)

<https://www.teamdanmark.dk/>



1995 – 2001

University Bachelor-degree in Sports & Science, **University of Copenhagen**

- Main-area, Physical training and demands for youth elite-players in football. Teacher: Dr. Jens Bangsbo

Areas covered – amongst others:

- Sports Psychology
- Anatomy
- Exercise-physiology
- Biomechanics

Languages:

Danish(mother-tongue), English(fluent),
Portuguese(good),German(average).