




Summary & Key Skills

A dynamic, determined, and experienced football executive recognised for sound judgement, leadership, strategic thinking, and communication skills. Having worked extensively across the sports sector, particularly in football, my core skills include:

- Knowledgeable of football operations and administration with a reputation for effective inclusive leadership, strong organisational skills, concise communication, and measured decision-making,
- Strong track record in tactical delivery with the ability to deliver results in a fast paced environment whilst prioritising workloads efficiently,
- Extensive experience of working and managing relationships with a multitude of stakeholders across commercial partners, governing bodies, club officials, match officials, coaches, players, medical professionals,
- Experienced in the provision of strategic advice to board members and senior leaders, using own initiative and expertise to manage the organisation.

Professional Experience

Queens Park Rangers  Football Operations Advisor	Working alongside the Club's Chief Executive Officer & Head of Operations to provide advice on the UK Government's Football Governance Bill and the Club's current football operations – particularly focusing on their women's team provision; <ul style="list-style-type: none"> ▪ How this could be transitioned across from their charitable department to the Football Club ▪ Promotion timeline including professional licence requirements ▪ Player recruitment strategies. 	Feb 2024-current
London City Lionesses  Interim Director of Football/General Manager Head of Business Compliance & Operations	Key achievements: <ul style="list-style-type: none"> ▪ Fulfilled all the FA licencing requirements – project managed the Club's Tier 1 WSL Licence application alongside ensuring the Club was compliant with its Tier 2 licence. Led the Club's successful Tier 1 Pro Game Academy licence application, ▪ Created and managed multiple new high level commercial partnerships/sponsorships between the Club and external providers; free gym provision for all players and staff at David Lloyd, exclusive tenancy at K Sports Cobdown as a new training complex, travel agent for all away match accommodation with Perfection Travel, VIP coach travel for away fixtures with Grange Travel and kit manufacturer with Capelli, ▪ As the Club's main contact, owned and strengthened the relationships between the Club and The FA, opposition teams, match officials, Club Board of Directors through my strong stakeholder and relationship management skills, and expert knowledge of football regulations and requirements. <p>Was accountable for all key operations, keeping the Club compliant with all regulations and ensured seamless delivery of day-to-day requirements. Key responsibilities including, but not limited to:</p> <ul style="list-style-type: none"> ▪ Administration: negotiated and drafted all legal documentation with regard to Club (players'/staff's contracts and transfer, loan and scholar agreements and tenancy/SLA agreements with a variety of providers), managed operational and playing budget, conducted players' payroll, created the monthly training schedules, submitted governing body documentation (including key match statistics) for licencing/compliance via iFAS, FIFA TMS & GPX transfer/solidarity processes, completed players' Visa applications, delivered stadium approval evidence for The FA, administered all Club disciplinary procedures in-line with The FA's on-field claims processes and administered all scouting arrangements (ticket requests, accommodation, travel bookings and expenses), ▪ Operations: line managed all members of staff (coaching, medical, performance, media, marketing, kit and analysis) and players, negotiated and managed partnerships/sponsorships (facilities, transport, travel agent and kit manufacturer), managed all facility bookings, stadium security, hospitality, stadium maintenance, VIP ticketing, accreditation, coordinating mascots & flag bearers, vehicle access into the stadium, team sheet creation/distribution, ticketing and liaised with opposition team, match officials and doping control. 	Jul 2022-Jun 2023
Bromley Football Club  Football Secretary	Key achievements: <ul style="list-style-type: none"> ▪ Within a month of starting, alongside my own role, I took on the responsibilities of two additional positions - General Manager and Facilities Manager – going above and beyond, I covered Facilities Manager until my departure and as General Manager for 7 months, ▪ Alongside The FA, project managed the Club's successful FA Trophy Final fixture vs. Wrexham at Wembley Stadium, ▪ Created and implemented new efficient administrative processes - for example, Players' and Club handbooks. 	May 2021-May 2022

**Tottenham Hotspur
Football Club**



Football Operations &
Administration

Key achievements:

- Created and implemented new admin processes – for example, I established an automated appearance-related bonus schedule, corresponding to each individual player's contractual clauses, which is still used by the Club to this day,
- Was lead event manager for significant UEFA Champions League fixtures including the 2019 Semi-Final v Ajax & fixtures against Real Madrid & Borussia Dortmund. Event managed all operational aspects of major spectator football fixtures at White Hart Lane, Wembley Stadium, Stadium MK and the new Tottenham Hotspur Stadium (Premier League, FA Cup & Carabao Cup),
- Formed strong working relationships with high profile football managers – Mauricio Pochettino and José Mourinho.

Dec 2016-
May 2021

UCFB Wembley



Sport Coordinator

Key achievements:

- Created and delivered the UCFB Sport Strategic Plan across Wembley, Burnley and Etihad campuses,
- Formed new partnerships with local sporting organisations (facility usage, coaching and work opportunities),
- Project managed UCFB's first ever single kit supplier operation with Kitlocker.

Aug 2014-
Dec 2016

Key tasks:

- Project managed the extra-curricular sporting offer at a brand-new Higher Education institution, including the creation of the Intramural Sport offer for both campuses,
- Line managed members of coaching staff for UCFB Wembley Athletic Union,
- Budget controller for the institution's sport department,
- Represented students' views about sport through regular communication with the UCFB Senior Management Team,
- Submitted weekly reports for accountability to the UCFB Wembley Provost and CEO.

**Fulham Football Club
Foundation**



Sport Operations Officer

Key achievements:

- Managed relationships between NGBs, local schools, sports venues, and the Foundation. Created new partnerships between local sport clubs (including Malory Eagles Volleyball Club, Surbiton Hockey Club, Ebbisham Badminton Club and Fulham Hawks Handball Club) and the Foundation.

Oct 2013-
Aug 2014

Key tasks:

- Led project management, marketing and coordination the Premier League 4 Sport (PL4S) programme for the Foundation. The project delivers free coaching sessions to schools and the local community in Athletics, Badminton, Handball, Netball, Tennis and Volleyball,
- Organised the recruitment process of sessional coaches to deliver PL4S.

**Loughborough Students'
Union**



Athletic Union President

Key achievements:

- Led the institution to a 33rd consecutive national University sports championship (BUCS) in high performance competition,
- Created and implemented the Athletic Union's first ever finance structure based upon Club competitive performance within their respective competitions (similar to a system used by UK Sport).

Jul 2012-
Jul 2013

Key tasks:

- Line managed 53 Athletic Union Club, 80 paid coaches and 90 voluntary coaches,
- Led, trained and delegated responsibilities to a team of nine student volunteers on the Athletic Union Executive. Represented students' views about sport through regular communication with the University Executive Management Team and Sports Development Centre.

Education

**Loughborough
University**

Materials Engineering BEng – 2nd class degree

2009-2012

References

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Additional references available on request.