



# KEITH LAWRENCE

## FA, PFSA & IPSO QUALIFIED SCOUT

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I am a highly motivated and ambitious FA, IPSO, Scottish FA, and PFDA qualified Scout with a wealth of experience in talent identification and opposition scouting at professional and semi-professional clubs.

A proactive professional who has established an excellent track record in talent identification through effectively utilising statistical data, analysis, and live observation of players. I am also proficient in opposition analysis and in-game analysis.

In addition to my scouting roles, I have amassed experience as an FA qualified Coach. I have performed a key role in high-performing coaching teams at semi-professional clubs and within the women's game at Crystal Palace Ladies FC.

### EDUCATION & PROFESSIONAL DEVELOPMENT

• University of Greenwich	BA Honorary Degree in Physical Education & Sport	Graduated 2014
• Dartford College	Foundation Degree in Sports Studies	Graduated 2012
• Dartford College	National Diploma in Sport Performance & Excellence in Football	Graduated 2010
• FA National Goalkeeping Certificate (2023)	• PFSA Level 3 in Data Reporting (2014)	
• FA Level 2 in Talent Identification (2017)	• PFSA Level 2 in Talent Identification (2014)	
• FA Level 2 in Psychology (2017)	• IPSO Level 2 in Talent Identification (2024)	
• FA Level 2 Youth Award Certificate in Football (2012)	• IPSO Level 1 in Performance Analysis (2024)	
• FA Level 2 Certificate in Coaching Football (2008)	• IPSO Level 3 Youth Scouting to U23 Professional Level (2023)	
• PFSA Level 1 in Data Analysis (2023)	• Scottish FA Level 1 in Talent Identification (2024)	
• PFSA Level 2 in Performance Analysis (2022)		

### SCOUTING EXPERIENCE

	Maidstone United FC	First Team Scout	Mar 2024 - Present
	Queen's Park FC	First Team Scout	Oct 2023 - Feb 2024
	Mercury Sports Management	Talent Scout	Sep 2023 - Feb 2024
	Tonbridge Angels FC	First Team Scout	Jul 2022 - May 2023

• Perform a lead role in the talent identification of potential player recruits  
• Observe players in live matches and utilise analysis software to enhance the scouting process of potential signings  
• Compile comprehensive player reports on potential player recruits  
• Ensure all player reports are presented to the Head of Recruitment promptly for further assessment

• Identified potential signings by attending live matches to scout players  
• Assessed players and submitted signing recommendations to the club  
• Compiled match reports and player reports to present to the club  
• Liaised regularly with the Head of Recruitment and Chief Scout regarding potential player recruits

• Conducted in-depth player reports on prospective clients that the agency may have an interest in representing  
• Responsible for scouting players and identifying clients  
• Attended live matches to observe potential clients who fit the profile of the agency  
• Conducted meticulous research into players to ensure they aligned with the profile of the agency  
• Made informed decisions on which players to put forward to the agency to become clients

• Responsible for the talent identification of players; submitted recommendations to the club regarding signings  
• Attended live matches to observe potential player recruits  
• For the Head of Recruitment, created and presented player reports to enhance decision-making processes regarding signings

*"Keith is a truly dedicated scout who has spent his football career enhancing his skills through the various courses available, as well as going out to watch as many games as he can at all levels. His knowledge of players through the divisions is excellent. He is also very much a team player and I wouldn't hesitate to recommend him to clubs."* - **Mike Knell: Former Head of Recruitment, Tonbridge Angels FC**





Holmesdale FC

Opposition Scout &amp; First Team Analyst

Jul 2018 - Dec 2018

- Responsible for conducting analysis of opposition players during live matches and compiling quantitative data
- Presented data to the coaching staff during live matches to enhance tactical decision-making processes



Phoenix Sports Reserves

Opposition Scout &amp; First Team Analyst

Sep 2016 - Jun 2018

- Contributed to match preparations by conducting analysis of forthcoming opponents
- Assisted with tactical decision-making processes during live games by analysing opposition players and preparing quantitative data for the management team
- Presented these data findings to the Manager and coaching staff to help inform tactics and enhance the team's performance



Norwich City FC

Academy Scout

Nov 2014 - Jun 2017

- Academy Scout based in South East London; scouted grassroots and district matches across various age-group squads to contribute to talent identification processes for potential Academy player recruits
- Attended live games to observe players with the potential to be put forward to the club's Academy
- Compiled and presented comprehensive player reports for the Academy Recruitment Department to analyse and decide whether to pursue the player
- Liaised with Senior Scouts regarding the progression of players on the Academy's watchlist
- Alongside the club's Regional Scout, invited select grassroots teams to Norwich City FC's Development Centre for friendly matches and assisted with the talent identification of players in these games
- Visited the club's training ground to observe Academy training sessions and matches, assessing age-group teams' strengths and weaknesses and contributing to the identification of potential player recruits who could address these

*"Keith has shown the ability to be a professional scout, showing strengths within different aspects of scouting. His level of planning and reporting was of a very high standard, always going beyond the required level expected of him. Keith showed excellent people skills when making contact with and attending clubs within his region. He would often attend development centres to meet and greet all players on their first evening, along with arranging teams to attend matches at the centre. Keith has a passion for scouting that I hope will see him continuing for a number of years to come." - **Jay Marshall: Head of Academy Recruitment, Norwich City FC***



Crystal Palace Ladies FC

Opposition Scout

May 2014 - Jun 2015

- Responsible for analysing forthcoming opponents to enhance match preparations, including playing style, key players, formation, strengths, and weaknesses
- During live matches, responsible for analysing opposition players by utilising quantitative data; reported the findings to the Manager to help shape tactical decision-making processes

## COACHING EXPERIENCE



Holmesdale FC

First Team Goalkeeper Coach

Jul 2018 - Dec 2018

- Oversaw and led the coaching programme for first team goalkeepers
- Meticulously planned, prepared, implemented, and evaluated goalkeeping-specific coaching sessions
- Designed technique-focused training sessions for goalkeepers, incorporating warm-ups, small-sided games, and speed work
- Delivered one-to-one coaching sessions for goalkeepers
- Contributed on match days by leading goalkeeper warm-up sessions before matches



Phoenix Sports Reserves

Coach &amp; Goalkeeper Coach

Sep 2016 - Jun 2018

- Assisted and supported the Manager with all aspects of first team coaching
- Led coaching sessions with individual players, team units, and the collective first team squad
- Responsible for the training of goalkeepers; designed goalkeeper-specific training routines and coaching sessions
- Designed and delivered pre-match warm-up routines for goalkeepers

**Key Achievements:** ✓ 2018 London Senior Trophy winners



Crystal Palace Ladies FC

Assistant Manager &amp; Goalkeeper Coach

May 2014 - Jun 2015

- Assisted and supported the Manager with the training programme for the first team squad
- Contributed to the coaching of the first team squad and designed and led sessions
- Responsible for coaching first team goalkeepers; devised position-specific coaching sessions and oversaw pre-match warm-ups

**Key Achievements:** ✓ 2015 Surrey County League and Cup winners