



ROB SCOTT

Director of Football

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PROFILE

I am a highly skilled and accomplished professional within all aspects of the professional football environment having worked across various elite environments in England for the last 32 years.

A dynamic and visionary Director of Football able to lead and shape the footballing future of a professional football club.

Experience of designing and to set a long-term football strategy that ensures stability and consistency across all aspects of football operations.

Carry out and drive a unified approach that connects 1st team and Academy teams together while integrating them into the wider club, fostering alignment and professionalism throughout the organisation.

Business acumen to enable the focusing on sustainable success, with the critical skills to play a leading role in strengthening the clubs footballing identity and building a framework that supports both immediate performance and long-term growth.

KEY STRENGTHS

To be able to liaise directly with the Board, First Team Manager/Head Coach and all relevant Heads of Department on all football operations, ensuring that the club's vision is delivered with professionalism, consistency, and a long-term focus.

- **Football Strategy:** Develop and implement a unified football philosophy across Men's and Academy teams, balancing short-term results with sustainable growth.
- **Recruitment:** Oversee the scouting and recruitment of players and staff, ensuring alignment with the club's strategy and budget. Build strong networks within domestic and international football.
- **Player Development:** Strengthen pathways from the Academy to the first team and promote a culture of growth and excellence across all squads.
- **Performance Analysis:** Drive data-led decisions, integrating modern technologies to enhance recruitment, performance, and innovation.
- **Leadership:** Provide clear direction to football departments, fostering collaboration with non-football teams and representing football operations at board level.

STRATEGIC LEADERSHIP

Developing and shaping the club's future by driving collaboration, alignment, and professionalism across all football operations.

- **Vision and Alignment:** Lead the development and execution of a long-term football strategy that aligns with the club's overarching goals and values.
- **Collaboration:** Work closely with the Board of Directors, First Team Manager/Head Coach, Academy Director and other key stakeholders to integrate football strategy with commercial, media, and community initiatives.
- **Representation:** Act as the primary voice of football operations at board meetings, providing clear updates on progress, challenges and opportunities.
- **Culture:** Foster a high-performance environment that prioritises development, innovation and sustainability across all levels of the club.

SKILLS & EXPERIENCE

A proven leader with the expertise, vision and drive to shape the footballing future of a professional football club.

- Deep understanding of football operations, from grassroots to elite level, with a focus on player development and recruitment
- Exceptional leadership, communication and organisational skills to inspire and guide teams
- Strong commercial and financial acumen to align football operations with budgets
- Demonstrable experience in senior football leadership, with a strong track record of delivering results
- Vast knowledge of Domestic and International football
- Experience in leveraging data analytics and modern football technologies to gain a competitive edge
- Visionary thinker with the ability to balance ambition and sustainability
- Collaborative and team-oriented, with a strong commitment to the club's values and community
- Calm under pressure, with a solution-focused mindset and attention to detail

PROVEN KEY PERFORMANCE INDICATORS

Proven success in the role of Director of Football with the following key outcomes:

- **Talent Development:** A measurable increase in Academy graduates progressing to first team, and player development across all levels
- **Recruitment Success:** Effective player and staff recruitment, delivering value within budget and contributing to long-term growth through player sales or on-pitch impact
- **First Team Performance:** Achieving competitive league positions and progress in cup competitions
- **Strategic Alignment:** Demonstrating consistency and continuity across Men's and Academy football operations, adhering to the club's long-term strategy
- **Financial Responsibility:** Operating within agreed football budgets while maximising value and return on investment
- **Innovation & Analysis:** Effective use of data and technology to improve decision-making and performance outcomes
- **Collaboration:** Building and maintaining strong relationships with internal and external stakeholders, ensuring a unified and professional approach to football operations

PROFESSIONAL QUALIFICATIONS, MEMBERSHIPS & CLUB VISITS



- UEFA Level 2 (C Licence)
- UEFA Level 3 (B Licence)
- HND in Sport & Exercise Sciences
- FA Certificate in the Treatment and Management of Injuries in Football
- FA Psychology 2
- NCFE Certificate in Equality & Diversity
- Chartered Institute of Management Certificate Level 5
- FA Level 4 in Talent ID
- LCA Member

Attended elite clubs and sporting organisations to observe and study their best practice techniques , including:

- Newcastle United
- Blackburn Rovers
- Hull City
- Hamburg
- FC Twente
- Espanyol
- Vicenza

PLAYING CAREER

- 1992–1993 Sutton United
- 1993–1996 Sheffield United – 5 apps & 1 goal
- 1995 Scarborough (loan) – 8 apps & 3 goals
- 1995 Northampton Town (loan) – 5 apps 1996–
- 1998 Fulham – 81 apps & 16 goals
- 1998 Carlisle United (loan) – 7 apps & 3 goals 1998–
- 2005 Rotherham United – 178 apps & 9 goals
- 2005–2006 Oldham Athletic – 21 apps & 1 goal
- 2006–2007 Macclesfield Town – 26 apps & 2 goals
- 2007–2008 Halifax Town – 6 apps
- Total 337 apps & 35 goals



COACHING CAREER

- 2008–2009 Ilkeston Town
Promoted to National League North
- 2009–2011 Boston United
Promoted to National League North
- 2011–2013 Grimsby Town
Reaching National League Play Offs
FA Trophy Final



CORPORATE BUSINESS CAREER

- Senior Business Development & Operations Manager for a large International Facilities Management Company (OCS)
- Working with a team of over 70 employees as well as daily meetings with blue chip organisations
- Overall responsibility for managing a large region which consisted of working alongside our Operational, Customer Service and Sub Contractors teams
- Responsible for Sales Development in the UK market as well as Account Management for some of our National clients

Key activities & responsibilities include:

- Seeking new ways to create new revenue streams
- Responsible for developing strategy, direction and tactics at regional level
- Developing commercial relationships with key customers and partners

Key achievements

- Part of the team that turned the business around within the first 18 months from £1.7M loss to £3.1M profit
- Helped contractual revenue grow from 22% of total sales to 76%
- Retention of £4.2M of major clients
- New business growth of £2.25M during time in employment
- Key gains with large blue-chip multi-site national clients
- Overachieved on Sales figures of 68% in first year
- Overachieved on Sales figures of 100% in second year to date of leaving
- Acquisition of some large National contracts across multiple sites

REFERENCES



"Rob is an experienced and passionate advocate of Talent ID and Scouting. His work on the FA Talent ID education pathway has allowed other scouts to develop their understanding of the game and the role of a scout in modern football. Rob is approachable, knowledgeable and passionate about the game and I would highly recommend him."

David Court

Former FA Talent ID & Development Education Lead



"I was fortunate enough to work quite closely with Rob during his time at Rotherham United and would highly recommend him to any future employer. Rob has exceptional Recruitment skills which in his time at Rotherham United helped us be very successful both with results but also with finances."

Paul Warne

Manager Rotherham United & Derby County FC



"Rob has a wealth of football experience from a playing, coaching, managerial, recruitment and latterly a board level perspective. He is knowledgeable, informed and has a wide network of contacts across the game. Rob is a hard-working, ambitious individual who works well in whatever environment he finds himself in."

Simon Morgan

Head of Football Relations

Premier League



"Having met Rob on the FA L4 Course the level of logic in every stage of his work was a credit to him. During his final assessment the whole presentation fitted together and I thought Rob showed an innate leadership understanding fitting for his new role at Rotherham United – many of the bigger clubs could benefit from his thinking"

Avril Carson

Language & Communication Expert Facilitator FA Talent ID

