



PAUL GRALEY

HEAD OF PERFORMANCE INSIGHTS

A highly regarded expert in the field of football-specific performance and analytics, Paul Graley is currently a Recruitment Analytics and Analysis Consultant at SkillCorner. He was previously the Head of Performance Insights at Everton FC, where he has performed a key role in establishing the club as a leading innovator in the use of modern analysis techniques and the latest technologies.

Paul progressed to work for some of the most forward thinking managers in the Premier League in David Moyes, Roberto Martinez, Ronald Koeman, Marco Silva and Carlo Ancelotti. He continued his professional development working closely with Directors of Football, Marcel Brands and Kevin Thelwell to help deliver strategic change within the club.

Having excelled throughout his 14 year career in the performance and analytics industry, Paul provides a confident, knowledgeable and driven point of leadership with a track record of delivering strategic change. He most recently worked with Rebel 54 to help design and implement a data driven approach to their multi club ownership model.

PROFESSIONAL QUALIFICATIONS



• University of Hull	Research Masters (MRes) - Exercise Physiology BASc - Exercise Physiology	2007 - 2008 2004 - 2007
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- Researched the development of a new soccer specific field test, validated the test from a talent identification stand point
- Researched and tested the biological maturation of soccer players and the factors influencing talent identification
- Presented findings on the above at the World Science & Football conference and BASES (British Association Sport & Exercise Science) student conference (www.bases.org.uk)
- Conducted biomechanical research into injury prevention in soccer, with extensive use of EMG technology, motion analysis and the Kistler force platform



"During my time managing Paul at Prozone he was a positive contribution to our culture and a valuable individual to have in the team with great interpersonal skills and personal integrity. He is a good listener with strong emotional intelligence, and he understands the importance in asking the right questions to adapt to different problems he encounters. In my current role Paul is a customer and he has been a part of several key projects - consistently and pro-actively driving innovation and forward thinking instead when it would be easy to stand still and simply maintain the current standards he's set at Everton."

Blake Wooster: CEO, 21st Group / Former Head of Business Development, Prozone

"I am more than happy to endorse Paul to any club. He has a great work ethic, personality, will always go the extra mile, and has learned his trade at an elite level in the Premier League. He has had to learn quickly in a job where there are very high expectations, and as well as proving himself to be technically sound, he has learned what information a coach / manager wants to see and how to put his work into context so that it can be effectively used by the team. Paul's understanding of the role, technical ability and knowledge of what a coach wants at an elite level make him a top expert at what he does."

Steve Round: Former First Team Coach, Arsenal FC / Former Assistant Manager, Everton & Manchester United / Former Director of Football, Aston Villa



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CAREER HISTORY



SkillCorner

Recruitment Analytics and Analysis Consultant

Dec 2022 – Present

- Provide tracking data at scale to enhance the player recruitment, talent identification and development at elite clubs
- Utilise AI-powered technology to deliver innovative and cutting-edge insights for leading clubs and sporting organisations to enable them to make more informed decisions regarding player recruitment



UEFA

Technical Study Group Member

Jun 2023 – Jul 2023

- Liaised with and worked in conjunction with the UEFA Technical Study group during the 2023 UEFA European Under-21 Championship Finals in Romania and Georgia
- Responsible for assessing and analysing the 2023 UEFA European Under-21 Championship Finals
- Utilised data and video analysis to highlight key trends and observations
- Presented findings and feedback to the UEFA Technical Study Group



Rebel 54 Sports & Entertainment

Head of Analytics and Data Insights

Jun 2022 - Nov 2022

- Led the design and implementation of a data and performance strategy across player development and recruitment
- Managed all external partner relationships, ensured the group were working with the best in class data and technologies
- Managed a research process which was designed to ensure the group had a data driven approach to budgeting for each club, with the aim of understanding thresholds for spending and expected returns
- Created a framework to extract all possible synergies across each club in the eventual portfolio
- Presented methodology and strategy to investors and potential investors within the group



Everton FC

Head of Performance Insights

Dec 2020 - May 2022

- Performed a lead role and oversaw the creation and implementation of a centralised performance insights department
- Instrumental in setting up department and provided a strategic vision and roadmap within the club for the way the players; at age group, Academy and first team level, were analysed, measured and tracked across all facets of their performance
- Led, managed and monitored a multidisciplined team which incorporated recruitment, sport science, data architects and data tracking experts, to ensure all aspects of player assessment and monitoring was covered
- Provided a strategic vision and guidance, which included back-end hardware and front-end visualisation perspective
- Incorporated aspects of previous position into new role to utilise research and development of technology into the analysis processes
- Instrumental in the design, development and delivery of a clear and designated pathway for player progression from the Academy to the first team environment through implementing methodology to ensure a smoother transition of player talent within the club



Everton FC

Head of Performance Analysis
1st Team Performance Analyst

2012 - 2021
2009 - 2012

- Led pre-match opposition scouting utilising various analysis techniques such as statistical information and video feedback
- Worked as part of a coordinated performance analysis and scouting team, provided valuable scouting information on all upcoming opponents and travelled to watch potential forthcoming opposition
- Liaised directly with the coaching team and players to deliver constructive information on the opposition's strengths, weaknesses, key players, common patterns of play, physical performance, set-piece strategy, etc.
- Delivered engaging and easily understood meetings to the players and staff on the opposition, used coded visual resources when available and translated complex statistical data for ease of use
- Adapted to each player's approach to absorbing information to ensure they applied what they learned to in-game situations
- Maintained an extensive database of performance data to identify trends and increased the volume and quality of data available
- Reviewed and analysed new industry software to assess its value to the club and ease of integration with the workflow
- Researched the use of advanced statistical techniques that enabled more in-depth analysis and understanding of data sets

Key Achievements

- Helped Everton record top eight Premier League finishes every season from 2009/10 to 2013/14, highlighted by a 5th place finish in 2013/14 with 72 points that secured the club qualification to the UEFA Europa League
- Introduced drone technology for the filming of all tactical training sessions, becoming the first Premier League club to do so
- Integrated advanced data analytics that was utilised for opposition scouting and next level analysis of the club's own data sets
- Created a specific coding method designed to deliver data and feedback in line with the Everton Philosophy
- Conducted extensive research and development of data visualisation techniques, leading to the creation of several bespoke analysis platforms specific to Everton's requirements and objectives via the implementation of Tableau software



"I have worked with Paul for several years and he is always on task, diligent and exceptionally professional. As an individual he is self-confident, assured and a very unassuming character who responds very quickly to anything that is asked of him. Technically he is sharp as a tack with football knowledge that is through the roof and everything he presents is always done seamlessly. I often use Paul pre-match to go over opponents to identify strengths and weaknesses and the work he does is truly top class."

Tim Howard: Former Everton FC Player & USA International



Sport Analytics

Consultant

Sep 2020 - Present

- Active member of the Innovation Council, conduct and lead meetings with prominent sporting organisations and utilise experience and expertise to guide them and provide best practice techniques in the use of performance analysis software
- Maintain an in-depth and up-to-date knowledge of the latest and leading technology within the performance analysis sector
- Provide recommendations to leading sporting organisations on the latest analysis software to drive and enhance their talent identification and player analysis processes
- Forge partnerships and lead consultation process with national governing bodies and sporting organisations
- Deliver knowledge and expertise across sporting disciplines and ensure this furthers sports organisations analysis policies and procedures



The FA

Performance Analyst - England National Team

2016

- Selected (as the only analyst from a club) by the then Lead Analyst to join the England national set-up to support the team's preparations and performance throughout the 2016 UEFA European Championship
- Provided in-depth analysis of upcoming opponents to ensure the team were fully prepared for tournament matches
- Attended international camps at St Georges in the 12 months leading up to the start of the tournament
- Joined up with the squad at the end of the Premier League season and remained with them at their base in France to ensure they had full analysis support before and during the competition

prozone

Prozone

Performance Analyst

2008 - 2009

- Provided expert analytical support to all of Prozone's clients including Premier League football clubs
- Developed and produced tailored research projects for governing organisations in football such as the FA, PFA and FIFA



**University of Hull /
Hull City FC**

Research Assistant

2007 - 2008

- Employed by the university to assist in the fitness testing, monitoring and improvement of Hull City FC players
- Conducted VO₂ max testing using the Quark analysis system
- Completed sprint and agility tests through the extensive use of timing gates
- Responsible for delivering constructive and easily applied feedback to players and coaching staff

KEY SKILLS & COMPETENCIES

Match Analysis: Possesses full exposure to both cutting edge and commonly utilised analysis tools, including Prozone, Sports Tech software, drones and data visualization techniques. Currently responsible for coding and editing live games using multi-angle capture systems in order to provide data driven guidance to the manager, coaches and players in-game and post-match. Works proactively and thinks creatively to identify weaknesses or tendencies in opposition teams that can be exploited.

Functional Feedback: Highly skilled in providing constructive and easily understood evidence based feedback to both players and coaches that they can readily apply in both training and match situations. Operates in line with the strengths of the players, tactics of the manager and philosophy of the club to make recommendations or observations that will have a meaningful impact on maximising the team's strengths and while minimising the opposition's.

System Integration: Demonstrates the forward thinking approach to football analysis that is necessary to excel at the Premier League level, staying up to date with software and support tools within both football and other sports that could potentially improve the team's performance. Experienced in evaluating these systems and tools to assess their value to the club, and in turn leading their integration with the established club philosophy, training programme and analysis processes.

Leadership: An accomplished department head who has progressed at Everton through his capacity to interact at a senior level, deliver high quality work, support the development of colleagues, and drive the use of improved techniques and new technologies. Able to manage the workload of others with current responsibility for both first team and U23 analysis staff, ensuring they are confident in their use of new innovations and encouraged to suggest their own ideas for progression.

Communication: Adept at quickly establishing positive relationships with players, colleagues, coaches and senior club staff alike through a positive, knowledgeable and enthusiastic approach to the game. Able to relate with individual players of different ages, social backgrounds and nationalities in order to effectively tailor information to their learning style and position, while simultaneously working to motivate the player and enable them to perform at their best on match day.