

Oliver O'Connell – Regional Scouting Lead

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EDUCATION

2:1 BA Economics – University of Liverpool

2016 – 2019

I am a dynamic and detail-orientated analyst with a well-rounded, modern skillset due to my background in Economics and my experiences working in different recruitment roles Belgium and in the Championship.

I have an excellent track record of player identification, producing highly detailed technical scouting reports, delivering high quality assessments under pressure, as well as being trusted to carry out ad hoc research projects. My fast career trajectory reflects the quality of my work, my analytical skillset, and my ability to build relationships.

PROFESSIONAL EXPERIENCE

Regional Scouting Lead – Norwich City Football Club

May 2025 – Present

Responsible for leading the scouting activity in Germany, Switzerland and Austria.

- Using IMPECT, SkillCorner and in-house data to identify high-performing, suitable players with unique skillsets.
- Creating and managing Monitor and Target lists on emerging profiles who fit into the game-model.
- Extensive video and live scouting in order to produce highly detailed technical scouting reports.
- Developing a deep market knowledge to become an expert in my regions.
- Building strong local networks with key stakeholders (agents, intermediaries, club personnel) in my regions.

Technical Scout – Norwich City Football Club

September 2024 – May 2025

Responsible for identifying, assessing and monitoring emerging talents throughout various markets.

- Using IMPECT, SkillCorner and in-house data to identify high-performing, emerging talents.
- Extensive video scouting of emerging talents, producing highly detailed technical scouting reports.
- Understanding physical, technical, tactical, mental, indicators to assess current ability/potential.
- Deep market knowledge of emerging talents, being aware of debuts, minutes played, high performers.
- Liaising with the Head of Technical Scouting to ensure full market coverage and to communicate priority tasks.

Senior Recruitment Analyst – RWDM

July 2023 – July 2024

Hands on, front line role working in the Belgian Pro League. Responsible for all phases of the recruitment process.

- Responsible for Player ID, video and live scouting, player reporting, squad planning and liaising with agents.
- Responsible for ad-hoc research projects using Python, Tableau, SkillCorner, StatsBomb data to produce findings.
- Working and travelling in a foreign environment independently and as part of a small team.

Recruitment Analyst – KV Oostende

March 2021 – July 2023

Video and Live scouting role with an emphasis on identifying emerging talents in obscure markets.

- Extensive video scouting of obscure markets – J-1, J-2, K-1, A-League, Eastern European markets.

- Communicate directly with the Head of Recruitment to discuss and assess squad planning.

Associate – PwC (PriceWaterhouseCooper)

September 2019 - December 2020

A graduate scheme programme as a trainee accountant at a Big 4 accounting firm

PROFESSIONAL SKILLS

- Highly analytical, object, evidence based mindset and approach to recruitment.
- Ability to interpret and work with data to produce outside the box insights.
- Extremely organised, process-driven approach to recruitment. Ability to prioritise and organise.
- Incredibly enthusiastic, inquisitive and passionate with a genuine love for football.
- Extensive industry knowledge and awareness of tactical/physical trends, profiles, emerging markets.
- Track record in high-level player identification due to my report writing quality and communication style.

PERSONAL SKILLS

- Conscientious, committed and able to build relationships quickly, and maintain them.
- Highly driven, never say die attitude and a willingness to dedicate my life to my career.
- Ability to stay calm and composed under pressure.
- Willingness to push myself outside my comfort zone – Marathon runner, fundraiser.

