

# **Curriculum Vitae**

Flemming Berg  
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South Africa

Date of birth: 21/8-1972

Nationality: Denmark

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Football:



2022 – present

**Sporting Director, Mamelodi Sundowns FC**

[www.sundownsfco.co.za](http://www.sundownsfco.co.za)

2021/2022    Winner PSL, South African Premier League

2021/2022    Winner Nedbank Cup, South African Cup

2021/2022    Winner MTN8 Cup, South African Top-8 team Cup

2021/2022    QF in CAF Champions League

2022/2023    Winner PSL, South African Premier League

2022/2023    Semifinal in CAF Champions League

2023/2024    Winner PSL, South African Premier League

2023/2024    Winner of the inaugural CAF African Football League

2023/2024    Semifinal in CAF Champions League

2023/2024    Nedbank Cup final, to be played 01.06.2024

2023/2024    Qualified for the FIFA Club World Cup, 2025

**Key Responsibilities:**

- Transfers and contract negotiations
- Player recruitment and scouting
- Player development
- Strategical planning
- Data analysis and technology
- Relationship and partnership management
- Compliance and regulations
- Building a high performance culture and environment



2021 – 2023

**High Performance Expert, FIFA**

[www.fifa.com](http://www.fifa.com)

- Consultant for FIFA MA's Technical Departments
- Consultant for FIFA Talent Development Scheme (TDS)



2015 – 2022

**Technical Director, Head of Elite Development**

**The Danish Football Association (DBU)**

[www.dbu.dk](http://www.dbu.dk)

- Responsible for all national teams of Denmark
- In charge of national Coaches.
- Responsible for playing philosophy of Denmark
- In charge of strategy and structure of Danish talent development
- Developer of The Danish FA “Talent-ID” course



2014-2015

**Scouting Consultant, Columbus Crew, MLS**

<http://www.columbuscrewsc.com>

- Recruitment strategy
- Strategy of building a scouting network based on cost-benefit markets
- Data analysis on evaluation on prospects and clubs current roster



2014 – 2015

**Chief-Scout, Brondby IF, Denmark**  
[www.brondby.com](http://www.brondby.com)

- Responsible for structuring and managing the clubs Scouting resources and network.
- Technical Scouting, database and security
- Managing the clubs budget for Scouting and travel-expenses
- Conduct workshops and educational programs for the Scouting-staff
- Final decisions on any player from the Scouting department and presenting for the Sporting Director and Manager.
- Dealing and negotiating players

2012 – 2014

**Chief-Scout, FC Nordsjælland, Denmark**  
[www.fcn.dk](http://www.fcn.dk)



- Responsible for structuring and managing the clubs Scouting resources and network.
- Technical Scouting, database and security
- Managing the clubs budget for Scouting and travel-expenses
- Conduct workshops and educational programs for the Scouting-staff
- Final decisions on any player from the Scouting department and presenting for the Sporting Director and Manager.
- Dealing and negotiating players



2005 – 2012

**International Senior Scout, Chelsea FC**  
[www.chelseafc.com](http://www.chelseafc.com)

**Chief-Scout: Portugal**

- responsible for all scouting in Portugal
- dealing and negotiating players

**Scout and coordinator: Spain**

- responsible for coordinating Chelsea FC scouting network in Spain
- scouting in Spain

**Scout and coordinator: South-America**

- responsible for coordinating Chelsea FC scouting network in South-America, with main focus on Brazil, Argentina & Uruguay

**“Cross-over” scouting**

- in charge of several “cross-over” scouting tasks all over Europe

**Usability responsible Technical Scouting**

- usability responsible for Chelsea FC development of reporting structures and analytical systems

**Presenter at Conferences and Workshops**

- conducting scouting workshops in UEFA educational courses

**Developer of “The Perfect Talent”**

- developed a talent-identification model for professional clubs

**Several workshops and programs in Chelsea FC**

- taken part of coaching development
- taken part of the daily training in Chelsea FC
- worked closely with Sporting Director and Academy Director



2003 – 2005

**Headcoach/Manager**, Thisted FC, Denmark, **senior, prof,**

*2004/2005:*

- **Promotion** to 1.division for the first time in the club history
- record : 18-3-7. Goal score : 73-36. Run with 9 straight wins

*2003/2004:* took charge mid-season

- 8.position – mid table
- record : 6-3-6. Goal score : 32-24

2001 – 2003

**U19 Headcoach & Academy Director/Head of Talent-Development,**  
Thisted FC

- contracting players
- budget-management
- responsible for all top talent players
- development-plans for top-talents
- contracting coaches
- coach-development “Coaching the coaches”

**Composer and writer of the Thisted FC talent development “The blue way”**



2000 – 2001

**Headcoach, FC Copenhagen**, Denmark, U17



1999 – 2000

Headcoach, Hvidovre IF, Denmark, U19

## Football-education:



2012                   **UEFA Study Group Scheme**  
- Coaching-education  
- Participant at the English FA.

2011                   **UEFA Study Group Scheme**  
- Talent-development  
- Participant at the Portuguese FA.



2011                   **Academy Manager License**, The English Football Association  
  
Topics – amongst others:  
- Managing Elite Players  
- Developing A Playing Style  
- Taking Over an Academy  
- Financial Matters  
- Skill Development



1999                   **UEFA Coaching A-license**  
- **top-marks** in Theory  
- **top-marks** in Practical

## Teaching:

2000 – present       **UEFA instructor** on Pro-license, A-license & B-license coaching-courses

2003 – present       **Developer on UEFA courses** for the Danish Football Association(DBU)

2006 – present       **Conductor/presenter** scouting workshops on top level

Education:



2016-2020

**Leadership in Elitesport for Sporting Directors, Team Denmark(Danish Government institution for Elitesport)**

<https://www.teamdanmark.dk/>



1995 – 2001

**University Bachelor-degree in Sports & Science, University of Copenhagen**

- Main-area, Physical training and demands for youth elite-players in football. Teacher: Dr. Jens Bangsbo

Areas covered – amongst others:

- Sports Psychology
- Anatom
- Exercise-physiology
- Biomechanics

Languages:

Danish(mother-tongue), English(fluent),  
Portuguese(good), German(average).