



KEVIN NICHOLSON

GLOBAL FOOTBALL EXECUTIVE & CONSULTANT

UEFA PRO LICENCE HOLDER & FA LEVEL 5 ALUMNI MEMBER

T: +44 (0)7702 589 772 | E: kevnicholson2@gmail.com | LinkedIn: [kevin-nicholson](#)

EXPERT IN TECHNICAL LEADERSHIP, FOOTBALL STRATEGY, COACHING, SCOUTING, RECRUITMENT & PLAYER DEVELOPMENT

INTERNATIONAL CLUBS & ORGANISATIONS WORKED WITH



20 years of experience in football strategy, consultancy, coaching, scouting and data-driven recruitment, providing tailored solutions for clubs and federations to enhance player development, team performance, and sustainable growth.

A UEFA Pro Licence holder, specialising in first-team and academy operations, creating bespoke football philosophies, coaching frameworks, and recruitment strategies.

Global experience across 15 countries, including Brazil, Germany, Spain, and Italy, helping clubs optimise performance and build high-performing, sustainable environments.

QUALIFICATIONS

- UEFA Pro Licence Diploma (The FA)
- FA Elite Coaching Award (Level 5)
- UEFA A Licence (The FA)
- UEFA B Licence (The FA)
- FA Youth Award
- Mitre Group: NVQ Level 3 Certificate in Management
- Statsbomb Modern Scouting & Data: Driven Recruitment Course
- Emphasis: Writing High-Impact Reports Course



CAREER SUMMARY



• Football Radar	Club Services Manager	Apr 2024 - Present
• FOCUS Sports Business School	Programme Director - Mini MBA in Sporting Directorship & MBA in Football Management	Sep 2024 - Present
• Double Pass	Global Lead of Football Development	Oct 2022 - Mar 2024
• Everton FC	Coach Educator	Apr 2022 - Sep 2022
• Northern Ireland National Team	Men's U17 & U19 Assistant Head Coach	Sep 2021 - Sep 2022
• The Premier League	Academy Coaching Auditor	Jul 2021 - Apr 2022
• Double Pass	Global Senior Football Consultant	Nov 2018 - Jun 2021
• Cardiff City FC	Player Development & Recruitment Consultant	Dec 2018 - Jun 2021
• Burton Albion FC	First Team Player Recruitment & Opposition Analysis Scout	Jan 2017 - Nov 2018
• Bangor City FC	First Team Manager/Head Coach	May 2017 - May 2018
• Cardiff City FC	U23 Manager/First Team Coach/ U18 Head Coach	Jun 2013 - Dec 2016
• Exeter City FC	U18 Youth Team Coach	Oct 2012 - Jun 2013
• Derby County FC	Head of Coaching U9 - U16/ U16 Head Coach	Feb 2007 - Oct 2012

Football Radar Responsibilities

As Club Services Manager at Football Radar, I leverage data analytics to support football clubs in player recruitment, squad development, and performance analysis. I provide strategic guidance to senior leaders, focusing on:

- **Player Recruitment:** Scout and recommend undervalued talent that fits the club's needs
- **Squad Assessment:** Evaluate players to guide transfer and development decisions
- **Strategic Planning:** Develop plans for squad composition and long-term growth
- **Performance Analysis:** Analyse player and team performance to inform strategic decisions
- **Head Coach Search:** Assist in selecting a head coach who aligns with the club's vision

Double Pass Responsibilities

- Led individual and collective club advisory projects and implemented projects
- Led club and academy leadership and management masterclass courses for Academy and Sporting Directors
- Developed and delivered the Double Pass Model, focusing on team value management and talent development

References:

- Paul Tisdale: Head of Football Operations, Celtic FC
- Ken Choo: Director & CEO, Cardiff City FC
- Gareth Jennings: Technical Director, UAE Pro League

KEY SKILLS

Leadership & Management: Proven ability to lead teams, drive performance, and oversee day-to-day operations.

Communication: Strong verbal and written communication skills, ensuring clear and effective interactions with stakeholders at all levels.

Player & People Development: Expertise in nurturing talent and fostering personal and professional growth for both players and staff.

Identifying Talent & Scouting: Skilled in identifying emerging talent, conducting scouting activities, and making data-driven decisions to enhance team performance.

Club Development: Experience in enhancing club operations, and driving long-term sustainable success.

Strategic Planning: Skilled in formulating and executing strategies to achieve organisational goals.

Advising & Consulting: Offering insightful guidance and recommendations to improve operations and performance across various domains.