

**Matthew Wade CV:** [mtwade89@gmail.com](mailto:mtwade89@gmail.com) / <https://www.linkedin.com/in/matthew-wade/>



An influential leader within Sports industry at the age of 30, operating in a top European club environment with experience of externally managing multiple stakeholders, including board members and key partners as well as internally being responsible for the growth and development of people, processes and a high performance environment. High level of business development and commercial acumen, as well as exceptional relational skills, having previously implemented transformational projects within the NWSL, NFL, NBA, MLS, EPL, MLB and NCAA. Developing deep relationships and assisting front office leadership drive value through advisory diagnostics and solutions in the form of intellectual property, processes, critical success factors and technology whilst maximising the return on their investments. Leadership skills, relationship management, negotiation skills and a passion for the industry. Labelled a 'Top Performer' within multiple businesses I'm comfortable building value from Ownership through C-level directors to performance staff within elite sports and business environments.

### Current situation

- Influential leader within a top European club at 30
- Passionate about the growth of winning teams and its people
- Ambition to develop in core developmental areas
- Hold aspirations to work at the very highest level of the game in Director position (Technical, Sporting, Executive)

### Feyenoord Rotterdam N.V: January 2023 – Present: Head of Sporting Strategy

Responsible for closing the gap between strategic objectives and objective reality through strategic projects and process improvement across the First Team and Academy, ultimately serving the Board of Directors and Sporting Department Heads.



#### Roles and responsibilities include;

- Project lead, creation and management of the full club Vision & Strategy for 2023-2026
- Creation, communication and management of the annual Sporting Strategic Action Plan
- Creation and management of club Information Memorandum and wider club strategy documents
- Lead hiring processes and due diligence for technical staff (Head Coach & Assistant Coaches)
- Representing the board of directors with external stakeholders as it pertains to mid-long term objectives and strategy
- Understanding, aligning and implementing initiatives that correlate to the club's strategic objectives
- Setting, managing and reviewing sporting personnel's objectives and goal setting processes
- Upholding, improving and optimising communication structures and processes within sporting operations
- Provide recommendations and, where needed, project management on department developments and technology
- Supporting the Head Coach and sporting leadership develop a strong culture focused on winning and individual player holistic development

### Bloom Sports Limited: May 2022 – January 2023: Sporting Strategy Advisor

Providing people-first transformational sports advisory to growth-minded owners and leagues. We're driven to help organizations raise the standard across sporting operations and be better than they thought possible



### References

- Barry McNeill - CEO, Bloom Sports
- Frank Arnesen - Technical Director
- Chris Ebersole - Vice President, Head of Elite Basketball and the NBA



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**Sportsology: Jan 2021 – May 2022: Commercial Vice President & Strategy Consultant**  
**Mar 2020 – Dec 2021: Director of Business Development**



**Responsibilities include;**

- Being seconded into Feyenoord over a two year period operating as an influential right hand to the Technical Director
- Leading and executing strategic advisory projects with leadership and operations groups at the highest level of sport.
- Effectively directing and supporting sporting departments with change where needed, and tools to move from current state to target state utilising human capital, processes, action planning, communication structures and technology
- Delivering workshops on core competencies such as objectives & goal setting, staff expectations, key intellectual property capture such as vision, mission, values, club priorities, strategic pillars, competitive advantages and departmental ambitions
- Spearheading all Commercial aspects of a multifaceted business
- Creating and executing internal sales processes including, but not limited to: forecasts, pipelines, sales collateral, value propositions and solution roadmaps.
- Responsible for all sales operations including the growth and development of sales team members in the USA through emotionally intelligent leadership and effective management.
- Responsible for the commercial relationships with high profile clients (which are responsible for >80% of the company's annual revenue) within the elite sport industry including sales outreach, account management and client health.
- Experience in effectively executing sales cycles from lead generation to contract negotiations and close with a strong ability to journey with any client.
- Control of sales & marketing budgets and fiscal responsible for investment decision making to generate high levels of ROI

**Key Skills include;**

- Strong ability to probe and define challenges and aspirations within elite sport front offices then deliver high level solutions that have a genuine impact on performance.
- An excellent ability to lean on a creative and innovative instinct to think outside the box when managing commercial relationships
- Excellent communicator, both written and verbal and place a high values of attention to detail
- Highly computer/technology literate
- A strong ability to manage disruptive emotions and keep calm under pressure internally and externally
- Ability to create and maintain accurate and organised documentation
- Agile adaptability and flexible in the face of change whilst being highly solution oriented and driven
- Understanding of legal documentation and contracts
- Experience of working and managing a number of CRM systems including Salesforce and HubSpot as well as building custom forecasts

**Projects/Clients included;**





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### **Catapult Sports: Dec 2017 – Mar 2020: Business Development Manager**

- A BDM for Sports Tech company Catapult Sports where I managed the relationships of all EFL League One & Two clubs in professional Football as well as the Women's Super League.
- Central point of contact to clients, sports scientists, exec team, design team and finance in relation to their technology platforms.
- Provide monitoring technology to clients and ensure they are optimising their players performance, injury prevention risk and return to play after an injury.
- Ability to build and maintain strong relationships with all stakeholders from the user Sports Scientist to various C-suite members.
- Assist with marketing collateral for a number of clients including announcements, case studies, and display advertising
- Running and supporting events workshops attended by practitioners, including the hosting of guest speakers and attendees.
- Exceptional record of new business as well as 100% client retention in FY19.
- 40% revenue growth against previous financial year across client portfolio.
- Experience of sponsorship negotiations within Professional Football.
- Mentored by CEO and recognised with internal promotion within 7-months.



### **SICL Ltd: Jun 2016 – Nov 2017: Business Development Manager**

- My role at SICL was to drive value within organisations by implementing B2B IT systems. The product stack ranged from everyday office hardware through to full business data infrastructures.
- Enterprise experience working with partners such as Dell EMC, HP and Cisco to tailor business I.T solutions depending on the needs and aspirations of new business clients as well existing clients.
- Promotion within six months of being with the business from Account Executive which involved booking meetings with clients primarily over the phone to a Business Development Manager where I would run the meetings myself and manage a portfolio of clients.



Self development roles:

### **2018 - 2021: Offensive Coordinator – Great Britain Lions U19**

- I was given the honour of representing my country as Offensive Coordinator in American Football for the U19 programme.
- Responsible for the development of positional assistant coaches under my leadership.
- Developing the best talent within the country including regular scouting, trials, camps and international games.
- Consultative role assisting the Head Coach exceed expectations and experience of game management and coaching at an international level.

### **2013 - 2016: Special Constable – Greater Manchester Police**

- I volunteered as a Special Constable within GMP for over three years, working alongside Police Officers in my community of Manchester.
- I encountered and helped people from a range of diverse backgrounds giving me a well-rounded understanding of people and situations.
- Policing the streets of Manchester is one of the ultimate responsibilities in society and one which grew me as an individual each time

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### **Educational history**

- 2012 - 2016 Leeds Beckett University – BA(Hons) Criminology - Undergraduate Degree
- 2010 – 2012 Aquinas College – A levels in Law, History and Theology
- 2005 – 2010 Werneth High School – GCSE's including Maths, English and Science

### **References**

- Barry McNeill - CEO, Bloom Sports
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