



# RICARDO LARRANDART

## SPORTS EXECUTIVE

### CONTACT

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### EDUCATION

2001 - 2004

CAECE UNIVERSITY

- Bachelor Degree in Journalism and Media.

### SKILLS

- Effective communication
- Powerful Football Network
- Project Management
- Teamwork
- Public Speaking
- Leadership
- Critical Thinking

### LANGUAGES

- Spanish (Native)
- English (Fluent)
- Portuguese (Intermediate)
- Italian (Basics)

### PROFILE

A data-driven football professional with over two decades' experience working with some of the most innovative football clubs. Demonstrable track-record of utilising big data to drive decision-making in both player recruitment and club strategy.

I'm a proactive and resourceful individual with an extensive network who thrives in high pressure situations.

### WORK EXPERIENCE

#### StatsBomb

2022 - PRESENT

##### Director of Business Relations

- Develop and execute comprehensive business strategy campaigns that align with company's commercial goals and objectives within Spain, Portugal and Latin America.
- Utilising my personal network to expand company's business network within Spain, Portugal and Latin America
- Assist with marketing campaigns for LATAM, Spain and Portugal developing programme for optimised customer experience

##### Assistant Director of Football

- Driving strategy and execution of Equity Funds investing in Sports.
- Advisory function to partner clubs for player and club staff recruitment.
- Operationally manage a team of data analysts and talent scouts
- Create player recruitment frameworks and processes to operate efficiently.
- Scouting talent.
- Utilise my network

#### The Football Management Institute Madrid

- Lecturer on football data analysis & Innovation.

#### DNB Sports Consultancy

2017 - 2022

##### Football Consultant

- Club advisory in player recruitment, data analysis & innovation.
- Global Player Recruitment in the MLS.
- Columnist for Big Data Sports.  
<https://bigdatasports.media/author/rlarran/>
- Lecturer on Football data & Innovation at SBI Barcelona.

## PERSONAL INTERESTS

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- Sports: football & running
- Neuroscience
- Travel
- Live events
- Music
- Sports conferences

### Brentford FC

2014 - 2017

#### Head of Football Business and International Recruitment

- Responsible for player contract negotiation.
- Managing recruitment of new players globally with a data-driven approach.
- Assisting the Director of Football and club owner in the enhancement of culture and development of club strategy.
- Responsible for creation, development and maintenance of club relations internationally.

### Smartodds LTD

2007 - 2014

#### Project Coordinator - Football Analytics Team

- Creation of Football Analytics Team with objective of providing in depth analysis, research and player recruitment support to Brentford FC.
- Management, organization and monitoring of team's activities.
- Daily interaction with CFO, COO and Legal Counsel with regard to club management and contracts.
- Presenting to Board on project outcomes and responsibilities.

### NextGEN Series - Cycad LTD

#### Relationship Representative

2010 - 2012

- Responsible of introducing the project to spanish football clubs: FC Barcelona, Athletic Bilbao, RCD Espanyol, Villarreal CF, Valencia CF and Sevilla FC.
- Liaison between clubs and organization in all stages of the process involving frequent travelling.
- Networking with club personnel during fixtures: coaches, players, backroom staff, technical and sporting directors.

## REFERENCE

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References available on request