



CRAWFORD CHALMERS

FORWARD THINKING SPORTING DIRECTOR

ACADEMIC QUALIFICATIONS

Manchester Metropolitan University

Masters in Sports Directorship (Distinction), 2014 - 2016

Key Achievements:

The first student to ever graduate with the Masters in Sports Directorship masters degree.

Completing the degree provides tangible scope to become one of the most strategic personnel within an elite sporting environment.

Completed dissertation on "Development Pathways in Elite Football: Analysis of the Past, Present and Future to Address the Issue of the Declining Number of Young English Players Playing at the Highest Level"



University of Reading: BA (Hons): Sports Leadership, 2004 - 2007



CONTACT

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[LinkedIn Profile](#)

- Highly ambitious Sporting Director who has constructed a strong portfolio of achievements and experience within this sector through various roles, most recently with Blackburn Rovers FC, the Football Association of Wales and Everton FC.
- Proactive professional who possesses a proven track record in football operations, amassing a wealth of experience across recruitment, talent identification, budget management, strategy and logistics.
- Visible leader whose career has been built on a solid academic foundation, and continuous professional development, having attained a Masters in Sports Directorship.

RECENT CAREER SUMMARY



Blackburn Rovers FC

Senior Scout

2022 - Present

- Responsible for identifying senior players in line with the club's philosophy in order to play for the first team
- Travel to games across London and the South of England to discover the best talent or follow up on intelligence regarding potential players
- Watch matches from across the Dutch and Danish leagues to compare players with a view to their suitability to play in England post Brexit
- Scout potential transfer targets and evaluate their current ability, future potential and prospective value to the club
- Produce comprehensive reports and detailed analysis on potential transfer targets to be presented to the club hierarchy through analysing games and video footage and utilising analysis software
- Build a domestic and international network of professional contacts in football to widen reach within the industry



FA Wales

Regional Scout

2019 - Present

- Travel across the Southern region of the UK to watch Welsh qualified players and provide feedback on their performance to senior staff
- Identify players who demonstrate good form worthy of international recognition who may be eligible for selection



Everton FC

Academy Coordinator (South & Southwest)

2019 - 2020

- Responsible for overseeing and coordinating the scouting network for the South and Southwest regions of the UK
- Compiled weekly in-depth reports on top emerging talent and produced player charts to present to academy directors
- Physically travelled to watch games in the region to discover the best talent or follow up on intelligence regarding potential players
- Scouted potential transfer targets and evaluated their current ability, future potential and prospective value to the club



Leeds United FC

Scout

2018 - 2019

- Responsible for identifying emerging talent and recruiting players in line with the club's playing requirements and quality standards
- Produced comprehensive reports and detailed analysis on potential transfer targets to be presented to the club hierarchy



- Provided strategic direction for all first team football operations in order to improve performances and facilitate sustainability
- Coordinated and allocated the first team playing budget including player recruitment, salary negotiation, contracts and more
- Worked directly at the training ground to facilitate and oversee daily operations
- Provided a clear and visible link between the first team department and the board room to enhance overall decision making

Key Achievements:

- Helped the first team to secure an eighth place finish in League 1 in the 2016/17 season
- Oversaw the first team's progress through to the Checkatrade Final at Wembley in 2016/17
- The first team were successful in reaching the fifth round of the FA Cup in 2016/17



- Carried out in-depth opposition analysis and produced detailed reports for use by the First Team Manager and coaching staff
- Scouted potential transfer targets and evaluated their current ability, future potential and prospective value to the club



- Liaised across a global network of contacts and company offices to provide bespoke consultancy services - covering scouting and recruitment, infrastructure, HR, marketing, investment management, etc. - to a number of professional clubs
- Worked with players to provide critical day to day services including career management, wealth management, contract negotiation, performance analysis, media & PR advice, sports psychology support, etc.

PREVIOUS EXPERIENCE

Little Kickers	Director	2007 - 2012
Queens Park Rangers FC	Enterprise Officer	2014 - 2015
Woking FC	First Team / Academy Coach	2007 - 2014
Feltham FC	First Team Coach	2010
Godalming Town FC	Assistant Manager	2008 - 2010
Crystal Palace FC	Scout	2007 - 2009
Reading FC	Football in the Community Coach	2006 - 2007

**PROFESSIONAL SKILL SET**

- Association of Sporting Directors (ASD) Member
- League Managers Association (LMA) Member
- Professional Football Scouts Association (PFSA) Member

**Forward Thinking Approach:**

- Innovative thinker who drives change from the front and accepts a high degree of responsibility in success and failures
- Resourceful in solving and removing obstacles blocking the path to the expected results
- Comfortable taking strategic risks in which the benefit outweighs the potential loss to reach future goals
- Remains at the forefront of new developments and methodologies by attending CPD courses and embracing new learning opportunities

Leadership:

- Skills gained from running a business and managing 35 staff
- Intelligently delegates resources and responsibilities
- Focused on enhancing team-wide performance and motivation
- Sets high standards of self and others while working to instil an ambitious attitude

Influence & Decision Making:

- Authoritative, driven and pro-active in identifying the best way to reach short and long term objectives
- Significant success in following instincts and applying creative thinking to deliver results and improve performance
- Takes on board input from others to make insightful and rationalised decisions when required
- Adept at influencing and gaining the buy-in of others behind conceptual ideas and new techniques

Communication:

- Direct and assured style of communication
- Builds productive relationships
- Intuitive and adaptable
- Provides constructive feedback on areas of weakness, strength and improvement solutions
- Liaise with CEOs and Managers
- Manage schedules and facilities