

ALEX HAYES

HIGHLY ACCOMPLISHED SPORTS EXECUTIVE



AREAS OF EXPERTISE

- Team Building & Leadership
- Business Development
- Attention to Detail
- Strategic Planning & Execution
- Stakeholder Management
- Regulatory Compliance
- Performance Improvement
- Risk Assessment & Mitigation
- Operations Management

PERSONAL PROFILE

I am an accomplished and results-driven Sports Executive who has cultivated a portfolio of achievements and experience across leading football clubs in France and Belgium. I made the transition into this arena following a career as a Licensed Player Representative, and I have also worked in sports broadcast and print media.

Successfully launched a consultancy business (ADSM), where I provide advice and guidance to clients regarding the investment in and purchase of football clubs. I also utilise my expertise and experience within this field to assist with takeovers, as well as the running of football operations and the appointment of high-class management teams. Additionally, I represent leading football managers and players throughout Europe.

In leadership roles at elite clubs in Belgium and France, I have used my project management skills to devise and implement forward-thinking plans to restructure sporting organisations. I have also contributed to the progression of play on and off the field through the establishment of talent identification plans and academy structures.

Throughout my career, both as a Player Representative and within the media industry, I have accumulated a strong network of contacts within the footballing world, which I have utilised to enhance the footballing operations of the clubs I have worked with. I have demonstrated a successful track record in talent identification through the acquisition of players who have progressed and developed at clubs, generating significant future transfer revenue.

I am proficient in managing budgets and financial plans to enable the progression of the football club. I am adept in negotiating contracts for players and coaching staff, and highly skilled in motivating and leading colleagues to deliver goals and results. I possess a strong knowledge of football regulations regarding player recruitment, transfers, and contracts.

EDUCATION & QUALIFICATIONS



University of the West of England

BA Social Science & Political Science

Graduated 1996

TESTIMONIAL

"I've known Alex for more than 25 years, as a journalist, agent, and club executive. He has always proved to be honest and insightful. His knowledge of the game, especially thanks to his interesting UK, France, and Belgium perspective, is completely unique."

Arsene Wenger: Former Manager, Arsenal FC



PROFESSIONAL EXPERIENCE



ADSM

Owner

Oct 2021 - Present

- Utilised experience accumulated in sporting roles to establish a sports consultancy business
- Act as a consultant to leading clubs in European football, as well as elite players and high-achieving managers
- Perform a key role in advising and guiding clients to enable them to achieve their sporting goals
- Contribute to the purchase of sporting organisations by advising investors on the best strategies and courses of action to buy clubs in France and/or Belgium
- Compile and prepare informative and detailed reports for investors
- Utilise industry knowledge and experience to identify clubs for potential takeovers
- Assist and support clients during the due diligence process of purchases
- Provide post-purchase assistance to clients to support them in their running of clubs
- Use contacts within the sporting world to help new club owners recruit strong management teams
- Representative for leading football manager
- Provide guidance related to clients' managerial careers and oversee contractual negotiations
- Work in conjunction with prominent clubs in France, Belgium, and the United Kingdom regarding player trading
- Representative for elite football players, including internationals; contribute to their career progression

Key Clients

- **Will Still:** Manager Stade de Reims
- **Nicholas Still:** Assistant Manager, Stade de Reims
- **Luka Elsner:** Manager, Le Harve Athletic Club

Key Clubs Worked With

- Chelsea FC
- Fulham FC
- Leeds United FC
- Brighton & Hove Albion FC
- Le Havre Athletic Club
- Racing Club de Lens
- Paris Saint-Germain
- RSC Anderlecht
- Stade de Reims
- KVC Westerlo
- Royal Excelsior Virton



Royal Excelsior Virton

Chief Executive Officer

Jun 2019 - Sep 2021

- Appointed to the position of Chief Executive Officer following a successful spell as Sporting Director with Royale Union Saint-Gilloise
- Instrumental in helping the club evolve and fostering a more professional football environment
- Responsible for streamlining operational performance by overseeing the day-to-day operations of the club
- Performed a lead role in transforming the training facilities and the youth academy
- Oversaw and led all player recruitment and player sales within the club
- Enhanced player recruitment and talent identification processes
- Ensured the club identified and recruited players who would add value to the team, enable the team to progress and, in the future, be traded when their value was at its maximum
- Responsible for the contractual negotiations for all players and managerial staff, including contact proposals and renewals
- Represented the club at all league meetings
- Member of the Belgian Pro League board

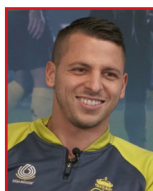
Key Achievements

- Spearheaded the club to their best-ever placing in the league as they finished top of the Belgian Proximus League (Second Division)
- Instrumental in the talent identification and signing of key players
- Achieved record sales on five players



Key Signings & Sales

Loïc Lapoussin:
Signed on a free transfer and sold to Royale Union Saint-Gilloise for €2.5 million



Anthony Morris:

Joined on a free transfer and sold to Royale Union Saint-Gilloise for €2 million



Lucas Ribeiro:

Signed on a free transfer and sold to Royal Charleroi Sporting Club for €1 million

PROFESSIONAL EXPERIENCE CONTINUED



Royale Union Saint-Gilloise

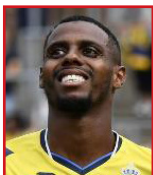
Sporting Director

Mar 2018 - Mar 2019

- Asked by Brighton & Hove Albion to take up the position of Sporting Director at their satellite club to oversee the project of turning the club around
- Instrumental in redeveloping the club's failing football structure through the design and implementation of a new and innovative football strategy
- Supervised all on-field decisions and developed a clear vision, philosophy, and strategy for sustainable success
- Oversaw and led the rebuild of the club's first team squad; on arrival at the club, there were only five players under contract but through using my football network, I was able to assemble a competitive squad for the Belgian First Division B
- Responsible for the recruitment of a management team and multidisciplinary staff
- On arrival in my role as Sporting Director, the club did not have a training ground; performed a lead role in the acquisition of a training ground in Lier
- Transformed the training ground to provide four training pitches, first-class facilities, and bedrooms for 20 players
- Led contractual negotiations with players
- Instrumental in the acquisition of young players with the view to develop them within the team and then sell them to generate significant profit for the club

Key Achievements

- **2018/19:** Finished third in the Belgian First Division B
- **2018/19:** Progressed to the semi-final of the Belgian Cup
- Managed the arrival of over 20 players during two transfer windows
- The squad I assembled continued to progress after I had left my role as Sporting Director and in March 2021, were promoted back to the Belgian Pro League for the first time in 48 years. In season 2021/22, they finished second in the Belgian top flight, qualified for the UEFA Champions League for the first time in the club's history, and progressed to the quarter-finals of the UEFA Europa League



Key Signings & Sales

Fazi Selemeni:

Signed for €200,000 and sold for €3 million a year later

Teddy Teuma:

Joined the club in a €180,000 transfer and was sold to Stade de Reims for €4.5 million

Youssoufou Niakate:

Sold for €2.7 million a year after joining the club for just €180,000

Ismael Kandouss: Joined the club for just €25,000 from Union Sportive de Littoral de Dunkerque and was sold for €5 million



FC Lorient

Executive Vice President

Sep 2014 - Sep 2017

- Managed club operations on a daily basis
- Maintained and managed the club's annual €35 million financial budget
- Performed a lead role in the design and implementation of a club-wide five-year plan and strategy to further the development of players and coaches
- Established and constructed the club's scouting department from scratch
- Responsible for the recruitment of the club's management team and made decisions on the future of managerial staff
- Oversaw the strategy and budget of the club's Academy to enhance performance and financial stability
- Ensured there was a pathway for player progression from the Academy to the first-team environment
- Instrumental in the design and implementation of an Academy plan to contribute to the technical and tactical development of homegrown Academy players
- Responsible for player recruitment and ensured the club was identifying players with the potential to develop and generate significant future transfer fees when the time was right for them to move on
- Member of the French League Board
- Represented FC Lorient at all official Ligue 1 and French Football Federation meetings

Player Development and First Professional Contracts

▪ Alexis Claude-Maurice

▪ Illan Meslier

▪ Matteo Guendouzi



Key Signings & Sales

Jordan Ayew:

Joined from Olympique de Marseille for €3.3 million and sold one year later to Aston Villa FC for €15 million, with a 15% sell-on clause

Didier N'Dong:

Signed from Sphinx for €800,000 and sold 18 months later to Sunderland AFC for €20 million

Lamine Kone:

Joined from Chateauroux for €1 million and moved to Sunderland AFC for €7 million two years later

PROFESSIONAL EXPERIENCE CONTINUED

Hayes Sports Management

Owner

Jan 2010 - Aug 2014

- Licensed Player Agent for elite professional footballers
- Responsible for contractual negotiations for clients
- Provided advice and guidance to professional football players to enable their career progression
- Liaised with elite clubs throughout Europe and conducted meetings on behalf of clients

Key Clients

- Florent Malouda
- Claude Makelele
- Robert Pires
- Jérémie Aliadière



Sky Sports

UEFA Champions League Reporter

2007 - 2010

- Reported on and covered Europe's premier club competition, the UEFA Champions League, for Sky Sports
- Attended live matches in the UEFA Champions League
- Broke major news stories within the competition
- Conducted pre- and post-match interviews with the most renowned players in the competition



Canal Plus

Reporter

2004 - 2007

- Main presenter on Canal Plus' coverage of the Premier League



L'Équipe
Independent Newspapers

UK Football Correspondent
Senior Football Reporter

2003 - 2007
1998 - 2004

- Produced sporting features and match reports for print publications

Key Achievements

- Fluent French speaker; conducted the first United Kingdom interviews with leading French players in England, including Eric Cantona, Thierry Henry, Fabien Barthez, Nicolas Anelka, and Claude Makelele, as well as former Arsenal FC manager Arsene Wenger and former Liverpool FC manager Gérard Houllier

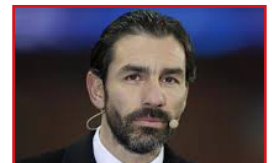


"Alex is a hard-working and extremely reliable leader. He ran FC Lorient in my absence with diligence and integrity, helping the club grow on and off the field, as well as ensuring we achieved a profit every year he was at the helm of the club."

Loïc Fery: Owner & President, FC Lorient

"It tells you everything that Alex first interviewed me and other players as a journalist before becoming a confidant and friend. His straightforward manner and great contacts led me to ask him to represent me as my agent, which he did with calmness and purpose."

Robert Pires: Former France International & 1998 FIFA World Cup winner



References: Further references are available upon request