

Heitor Valente

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Professional References

-**Fábrício Souza Scout – City Football Group**

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-**Luis Verdini Professor – Universidade Federal do Rio de Janeiro**

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-**Jorge Moraes Football Agent and President of ABAF (Brazilian Association of Football Agents)**

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-**Bruno Gens Luís Head of research - Football Manager Portugal**

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Experiences

Representative – Sports Association

2023/08 - Present

International Sports Technology Association

- Play a role in improving transaction negotiation terms and identifying marketplace weaknesses. Attend virtual meetings with select companies presenting their solutions to executive practitioners.
- Assist in evaluating vendor technology readiness using established engineering technology scales.

Consultant – Football Agency

2023/06 – 2023/12

Orangeball

- Establish and nurture relationships with international scouts, football clubs, academies, and other talent sources to expand the agency's network.
- Analyse and evaluate players by reviewing match footage and providing detailed reports to support the management activities.

Head of Football Operations – Blockchain

2022/07 – 2023/07

Protégé

- Working with the product manager, game development team and Co-Founders to write sections of the Protégé game: Scouting section; Training section; Agent section; Football business and negotiations; Data and stats.
- Assist in the generation of players and their potential stats; Assist the matchmaking team with data to improve match performance; Development of the football club financial model section.

Agent (Educational Consultant) – School

2021/05 – 2023/06

Buckswood School Ltd

- Recruiting students from the ages of 11-18 years old who want to combine their studies with Football.

Football Monitor – Federal University

2020/02 – 2021/07

Universidade Federal do Rio de Janeiro

- Football Monitor in the discipline: Aplicação pedagógica do Futebol (Pedagogical application of football)
- Assist in the development of appropriate undergraduate modules, resources, schemes of work, assessment and teaching strategies in the curriculum and subject area.

Experiences

Sports Marketing – Football Agency

2017/08 – 2022/07

Bloom Soccer Assessoria Esportiva

- Create a network of clubs, scouts and intermediaries to support the agency during the day-to-day process and to allow the opportunity to gain intelligence quickly.
- Build relationships with the portfolio players, including athlete monitoring to identify priorities and necessities, responsible for order management and data maintenance via SAP and regular meetings to solidify career planning.
- Player's market research: Compile and collate reports using a bespoke match and player reporting process to support the database. Including identifying strengths and weaknesses of certain clubs.

Performance Analyst – Football Club

2017/08 - 2021

Nova Iguaçu Futebol Clube

- Provide and oversee the entire analysis provision to the first team and U20 squad and Responsible for the live capture and coding of all the squad fixtures
- Talent Identification: First team and Youth Squad; review and detailed reporting of identified players and teams to support the Club's recruitment strategy.

Researcher – Sports Interactive

2017/03-Present

Football Manager

- Scout for maintenance and update of the Football Manager database
- Adjusting players and team staff stats and providing for the head of research.
- Brazilian Database.

Education

Master's Degree – Global Sport Management 2022 - 2024

Seoul National University

Football Management Certificate – Academic Centre of Excellence 2022 – 2023

Asian Football Confederation

Ajax Education Program 2021- 2022

AFC Ajax

Bachelor's Degree – Physical Education, Physical Education and Sports School 2016/07 - 2020

Universidade Federal do Rio de Janeiro

Key Skills and Qualifications

- **Scouting / Analysis:** Video/Live Scout, Match Analysis, Market Research, Reports and Performance analysis tools.
- **Spoken Languages:** Portuguese (Mother tongue); English – Advanced; German, Spanish and Italian – Intermediate; Turkish, Russian, French, Dutch, Danish and Arabic – Basic.
- **Computer Skills:** Microsoft Office, SQL, Technical Writing, Business Intelligence tools and Computer Hardware Skills.
- **Sport Business and Management:** Brand management, Sponsorship, Projects Management and Business analysis.
- **Big Data:** Database design and management, Data Analysis and Visualization of data insights.