

PIERRE PERSSON

HEAD COACH AND SPORTING DIRECTOR



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Sweden



[Linkedin Profile](#)

Qualifications

- UEFA A License



Key Skills

- Leadership & Team Management
- Player Development (Youth & Senior)
- Scouting & Talent ID
- Club Development & Sporting Strategy
- International Football Experience
- Women's Football Expertise

Career Targets & Goals

- Sign with a club in the 1st or 2nd division outside Sweden
- Win a title outside Sweden
- Coach in Spain, Italy, UAE, UK
- Work with a project with high ambitions from the club

Languages

- Swedish (Native)
- English (Fluent)

Åland United Women - Club Director & Sporting Director -
Kansallinen Liiga (1st tier) - Finland
2025/09/01



Gamla Upsala SK (GUSK) Women - Head Coach and Sporting Director,
Elitettan
2024/12 - 2025/08/10 (8th place)



Eskilsminne IF Women — Head Coach, Division 1
2024

- Head Coach of Women's First Team
- 3rd place in Division 1 with 57p (17-6-3, GF 76 / GA 31, +45)
- 18 games unbeaten streak



IFÖ Bromölla IF Women — Head Coach, Elitettan and Division 1
2020 – 2023

- Responsible for scouting and signing new players
- 2021: 1st in Division 1
- 2022: 8th in Elitettan
- 2023: Elitettan (Left June at 7th place)



Albion SC San Diego (USA) — Guest Coach / Analyst
2017

- Two-week placement conducting training sessions with G14–G19
- Analyzed four different games



Växjö DFF Women — Head Coach & General Manager, Elitettan & Division 1
2015 – 2017

- Oversaw 3 training groups and 10 coaches
- Responsible for scouting, signings, and squad management
- Titles:
 - 2015: 1st in Division 1
 - 2016: 3rd in Elitettan
 - 2017: 1st in Elitettan
- Final 38 games in Elitettan record: 33–4–1



Asarums IF Women — Head Coach & Sport Director, Division 1
2012 – 2014



Kristianstads DFF Women — Club Director, Damallsvenskan
2011

- Head Coach of Youth Allsvenskan G16–19
- Achievements:
 - 1st Swedish Mastership G16
 - 2nd Swedish Mastership G17–G19



PIERRE PERSSON

HEAD COACH AND SPORTING DIRECTOR



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I have extensive experience in football as a player and coach. After playing professionally with Mjällby AIF and several other clubs, I transitioned into coaching and leadership roles. Since 2011, I have worked full-time in women's football — including positions such as Club Director & Sporting Director (Åland United, Kansallinen Liiga) Club Director (Kristianstads DFF, Damallsvenskan), General Manager and Head Coach (Växjö DFF) and Head Coach in Elitettan.

Qualifications

- UEFA A License



Throughout my career, I have rejected UEFA education offers but recently completed my UEFA A License. My goal is to take my career internationally and continue developing both clubs and players to their highest potential. Over the years, I have helped develop 40-50 players who went on to represent National Teams (from senior to G16), as well as supporting many players in moving to leagues abroad.

Achievements & Honours

- 2024 - 3rd Division 1 (3rd tier) - Eskilsminne IF Women
- 2022 - 1st Division 1 (3rd tier) - IFÖ Bromölla IF Women
- 2017 - 1st Elitettan (2nd tier) - Växjö DFF Women
- 2016 - 3rd Elitettan (2nd tier) - Växjö DFF Women
- 2015 - 1st Division 1 (3rd tier) - Växjö DFF Women
- 2014 - Svensk Fast Cup - Asarums IF Women
- 2013 - Svensk Fast Cup - Asarums IF Women
- 2012 - Blekinge Mastership - Asarums IF Women
- 2011 - G16 Swedish Mastership - Kristianstads DFF Women
- 2011 - G17-18 Swedish Mastership (2nd place) - Kristianstads DFF Women

