



# ROB SCOTT

Head of Recruitment



07710078470



rscottconsultancy@yahoo.co.uk

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## PROFILE

I am a highly skilled and accomplished professional within all aspects of the professional football environment having worked across various elite environments in England for the last 32 years.

I have a strong track record in collaborating with Heads of Departments, Head Coaches/Managers and Board Members to develop the club's Talent ID and Recruitment strategy which has included delivering a clear plan on short, medium and long term needs and objectives.

My last appointment was to lead on player recruitment with a large focus on adding high potential player assets to the squad whilst also assembling a squad with the ability to challenge for promotion and Cup success. This enabled the club to progress year on year on a sustainable financial level allowing a percentage of player sales revenue to be redistributed back into both the club infrastructure and player recruitment.

Building positive working relationships and to ensure that good networks are created, and excellent communication lines are built with agents, recruitment professionals and coaching staff at other clubs.

I combine a knowledge of corporate business management to the football environment dovetailing the synergy between the two worlds to achieve the best possible outcome, I have used my leadership and mentorship credentials to inspire and motivate and to create a workplace conducive to a successful 'Can Do' environment.

I am able to work within traditional protocols for the Recruitment role as well as looking outside the box for new and innovative ways to apply and improve the possibility of recruiting players.

Over recent seasons I have been able to implement a Data Driven structure for recruitment, utilising both Analysts and Data Scientists to allow them to widen the scope of the scouting department so that I can send scouts out to see players more quickly and effectively and as importantly broaden the footprint of our scouting network into areas we would otherwise not be able to cover.

With this data-led strategy, we are able to recruit for the long term, and also integrate academy data into the first team set up to see how we can succession plan from within the club.

Through both innovative and traditional scouting methods I have established an impressive track record in Player Recruitment which has seen the club I currently work at achieve 2 promotions, 3 years in the Championship, a Cup Final win at Wembley and over 13 million pounds of player sales over the last 6 years.

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# PROFESSIONAL QUALIFICATIONS, MEMBERSHIPS & CLUB VISITS



- UEFA Level 2 (C Licence)
- UEFA Level 3 (B Licence)
- HND in Sport & Exercise Sciences
- FA Certificate in the Treatment and Management of Injuries in Football
- FA Psychology 2
- NCFE Certificate in Equality & Diversity
- Chartered Institute of Management Certificate Level 5
- FA Level 4 in Talent ID
- LCA Member

Attended elite clubs and sporting organisations to observe and study their best practice techniques , including:

- Newcastle United
- Blackburn Rovers
- Hull City
- Hamburg
- FC Twente
- Espanyol
- Vicenza

## SCOUTING & TALENT IDENTIFICATION EXPERIENCE

- UK Scout for Brentford, this was a very exciting time for the club as the club had just dissolved it's Academy and gone down the route of starting with a B Team set up. This allowed for a new style of player to be recruited for the club that would fit the B Team ethos and be developed over a period to then progress into the 1st team with a heavy use of Data Analytics
- Regional Scout Manager for the UK for Premier League Watford, I had to manage a large number of scouts based in the UK to identify players for the 1st team and also the Development Squad
- The Football Association as a Consultant to deliver their Talent ID courses
- Head of Recruitment at Championship side Rotherham United this role was all encompassing dealing with the identification and recruitment of players utilising a network of scouts and data analytical platforms to recruit players best suited to our style and club ethos

## KEY ACHIEVEMENTS

- Being involved with Brentford reaching the Championship play offs
- Signing players who were then sold for large profits whilst at Brentford
- 2019/20 – Promotion to the Championship with Rotherham United
- 2021/22 – Promotion to the Championship with Rotherham United
- 2021/22 – EFL Trophy Winners
- 13 million pounds worth of player sales in just under 6 years at Rotherham United
- Players signing from lower league clubs to then go on and represent their country
- Achieving 2 promotions from League 1
- Staying in the Championship in season 2022/23
- Designing key matrix and building platforms for club designed player data/reporting/tracking system

## PLAYING CAREER

- 1992–1993 Sutton United
- 1993–1996 Sheffield United – 5 apps & 1 goal
- 1995 Scarborough (loan) – 8 apps & 3 goals
- 1995 Northampton Town (loan) – 5 apps 1996–
- 1998 Fulham – 81 apps & 16 goals
- 1998 Carlisle United (loan) – 7 apps & 3 goals 1998–
- 2005 Rotherham United – 178 apps & 9 goals
- 2005–2006 Oldham Athletic – 21 apps & 1 goal
- 2006–2007 Macclesfield Town – 26 apps & 2 goals
- 2007–2008 Halifax Town – 6 apps
- **Total 337 apps & 35**



## COACHING CAREER

- 2008–2009 Ilkeston Town  
Promoted to National League North
- 2009–2011 Boston United  
Promoted to National League North
- 2011–2013 Grimsby Town  
Reaching National League Play Offs  
FA Trophy Final



## CORPORATE BUSINESS CAREER

- Senior Business Development & Operations Manager for a large International Facilities Management Company (OCS)
- Working with a team of over 70 employees as well as daily meetings with blue chip organisations
- Overall responsibility for managing a large region which consisted of working alongside our Operational, Customer Service and Sub Contractors teams
- Responsible for Sales Development in the UK market as well as Account Management for some of our National clients

### Key activities & responsibilities include:

- Seeking new ways to create new revenue streams
- Responsible for developing strategy, direction and tactics at regional level
- Developing commercial relationships with key customers and partners

### Key achievements

- Part of the team that turned the business around within the first 18 months from £1.7M loss to £3.1M profit
- Helped contractual revenue grow from 22% of total sales to 76%
- Retention of £4.2M of major clients
- New business growth of £2.25M during time in employment
- Key gains with large blue-chip multi-site national clients
- Overachieved on Sales figures of 68% in first year
- Overachieved on Sales figures of 100% in second year to date of leaving
- Acquisition of some large National contracts across multiple sites

## REFERENCES



"Rob is an experienced and passionate advocate of Talent ID and Scouting. His work on the FA Talent ID education pathway has allowed other scouts to develop their understanding of the game and the role of a scout in modern football. Rob is approachable, knowledgeable and passionate about the game and I would highly recommend him."

**David Court**

**Former FA Talent ID & Development Education Lead**



"I was fortunate enough to work quite closely with Rob during his time at Rotherham United and would highly recommend him to any future employer. Rob has exceptional Recruitment skills which in his time at Rotherham United helped us be very successful both with results but also with finances."

**Paul Warne**

**Manager Rotherham United & Derby County FC**



"Rob has a wealth of football experience from a playing, coaching, managerial, recruitment and latterly a board level perspective. He is knowledgeable, informed and has a wide network of contacts across the game. Rob is a hard-working, ambitious individual who works well in whatever environment he finds himself in."

**Simon Morgan**

**Head of Football Relations**

**Premier League**



"Having met Rob on the FA L4 Course the level of logic in every stage of his work was a credit to him. During his final assessment the whole presentation fitted together and I thought Rob showed an innate leadership understanding fitting for his new role at Rotherham United – many of the bigger clubs could benefit from his thinking"

**Avril Carson**

**Language &  
Communication  
Expert  
Facilitator FA  
Talent ID**



