

# RAY FARMER

FRONT OFFICE EXECUTIVE PORTFOLIO



EVERY GAME | EVERY PLAYER | EVERY PLAY





# TABLE OF CONTENTS

---



## 1. EXECUTIVE SUMMARY

...

2. FARMER DEALS THE 4<sup>TH</sup> OVERALL PICK IN 2014

...

3. TRADES DOWN IN 2015

...

4. TRADES DOWN IN 2015...AGAIN

...

5. TOP-3 DRAFT CLASS WITH KANSAS CITY

...

6. TOP SIGNING: JOE HADEN

...

7. TOP SIGNING: TRAMON WILLIAMS

...

8. TOP DRAFT SELECTION: JOEL BITONIO

...

9. TOP DRAFT SELECTION: BRANDON FLOWERS

...

## TEAM OVERVIEWS

...





# 1. EXECUTIVE SUMMARY



AN ANALYTICALLY SAVVY EXECUTIVE

## OVERVIEW

FARMER QUICKLY CLIMBED THE NFL FRONT OFFICE RANKS SERVING IN MULTIPLE POSITIONS FOR JUST OVER A DECADE BEFORE BEING NAMED THE GENERAL MANAGER OF THE CLEVELAND BROWNS IN 2014. DESPITE HOLDING THE POSITION FOR TWO SEASONS, FARMER PROVED TO BE AHEAD OF HIS TIME WITH REGARD TO HIS APPROACH TOWARDS THE NFL DRAFT. ALTHOUGH THE RESULTS WERE NOT WHAT HE DESIRED, HIS PROCESS OF ACQUIRING ADDITIONAL DRAFT PICKS WAS ANALYTICALLY SOUND.



## 2. FARMER ACQUIRES MULTIPLE FIRST ROUNDERS IN 2014



### FARMER TRADES 4<sup>TH</sup> OVERALL PICK IN 2014



#### BROWNS RECEIVE

PICK #9 IN 2014 (TRADED)

1<sup>ST</sup> ROUND PICK IN 2015 (C. IRVING)

4<sup>TH</sup> ROUND PICK IN 2015 (I. CAMPBELL)



#### BILLS RECEIVE

PICK #4 IN 2014 (S. WATKINS)

**BROWNS: +1109 VALUE ADDED**

ACCORDING TO THE FITZGERALD-SPIELBERGER NFL DRAFT TRADE CHART

THE FITZGERALD-SPIELBERGER NFL DRAFT TRADE VALUE CHART IS BASED UPON DATA DURING THE SALARY CAP ERA (1994-PRESENT) AND REWARDS ACQUIRING DRAFT CAPITAL. MORE PICKS = HIGHER CHANCE OF HITTING ON PLAYERS.



### 3. FARMER TRADES DOWN NOT ONCE...



#### FARMER TRADES BACK IN 2015



#### BROWNS RECEIVE

PICK #51 IN 2015 (N. ORCHARD)

PICK #116 IN 2015 (R. GUNTER)

PICK #195 IN 2015 (M. JOHNSON)



#### TEXANS RECEIVE

PICK #43 IN 2015 (B. MCKINNEY)

PICK #229 IN 2015 (B. KOYACK)

**BROWNS: +586 VALUE ADDED**

ACCORDING TO THE FITZGERALD-SPIELBERGER NFL DRAFT TRADE CHART

THE FITZGERALD-SPIELBERGER NFL DRAFT TRADE VALUE CHART IS BASED UPON DATA DURING THE SALARY CAP ERA (1994-PRESENT) AND REWARDS ACQUIRING DRAFT CAPITAL. **MORE PICKS = HIGHER CHANCE OF HITTING ON PLAYERS.**

## 4. ...BUT TWICE IN 2015



### FARMER TRADES BACK IN 2015...AGAIN



#### BROWNS RECEIVE

PICK #123 IN 2015 (V. MAYLE)

PICK #198 IN 2015 (R. TELFER)

PICK #241 IN 2015 (I. EKPRE-OLOMU)



#### CARDINALS RECEIVE

PICK #116 IN 2015 (R. GUNTER)

### BROWNS: +511 VALUE ADDED

ACCORDING TO THE FITZGERALD-SPIELBERGER NFL DRAFT TRADE CHART

THE DRAFT PICKS MAY NOT HAVE WORKED OUT AS WELL AS FARMER WOULD HAVE HOPED, BUT HIS DRAFT TRADE STRATEGY WAS **ANALYTICALLY SOUND** AND ADMIRABLE. IN PARTICULAR, FARMER'S WILLINGNESS TO TAKE ON FUTURE DRAFT CAPITAL WAS VERY SMART, AND ALMOST ALWAYS A **WINNING STRATEGY** BECAUSE OF THE DEVALUATION OF FUTURE DRAFT PICKS.

# 5. A PART OF A TOP-3 NFL DRAFT CLASS | 2008



## 2008 CHIEFS DRAFT CLASS

NOTABLE SELECTIONS

### WHAT IS PFF WAR?

**W**INS **A**BOVE **R**EPLACEMENT COMBINES HOW WELL A PLAYER PERFORMED IN EACH FACET OF PLAY (USING PFF GRADES) AND HOW VALUABLE EACH FACET IS TO WINNING FOOTBALL GAMES. THE RESULT IS A FIRST-OF-ITS-KIND METRIC IN THE GAME OF FOOTBALL THAT ALLOWS FOR CROSS-POSITIONAL VALUATION AND IS PREDICTIVE OF FUTURE VALUE AT THE PLAYER AND TEAM LEVEL. WAR REPRESENTS THE NUMBER OF WINS A PLAYER WAS WORTH OVER AN AVERAGE NFL PLAYER.



*\*\*COMBINED WAR OVER FIRST 4 SEASONS\*\**

PLAYER	RD (PK)	*ROOKIE WAR
BRANDON FLOWERS, CB	2 (35)	2.16
BRANDON CARR, CB	5 (140)	1.20
JAMAAL CHARLES, HB	3 (73)	0.53
BRANDEN ALBERT, T	1 (15)	0.33
BRAD COTTAM, TE	3 (76)	0.11

**3<sup>RD</sup> MOST VALUABLE**  
CLASS FROM THE 2008 NFL DRAFT



## 6. TOP SIGNING: JOE HADEN | 2014

### JOE HADEN | CORNERBACK

NFL CAREER: 2010 (RD 1, PK 7) – PRESENT

**1.87 WINS ABOVE REPLACEMENT**

**RANKS 6<sup>TH</sup> / 233 CBs (2010-2013)**

**70.8 PFF OVERALL GRADE**

**RANKS T-29<sup>TH</sup> / 110 CBs (2014)**

WHILE WITH THE BROWNS FROM 2010-2016 HADEN TOTALED 61 FORCED INCOMPLETIONS IN COVERAGE, 2<sup>ND</sup> IN THE NFL ONLY TO TRAMON WILLIAMS (63), WHO WAS EVENTUALLY SIGNED BY FARMER IN 2015





# 7. TOP SIGNING: TRAMON WILLIAMS | 2015

**TRAMON WILLIAMS | CORNERBACK**

NFL CAREER: 2006 (UDFA) – PRESENT

**0.28 WINS ABOVE REPLACEMENT**

**RANKS 54<sup>TH</sup> / 202 CBs (2015-2016)**

**66.2 PFF OVERALL GRADE**

**RANKS T-56<sup>TH</sup> / 123 CBs (2015-2016)**

WILLIAMS ALLOWED JUST 56.2% OF THE 89 TARGETS THROWN INTO HIS COVERAGE TO BE COMPLETED IN 2015, RANKING 25<sup>TH</sup>-BEST AMONG 127 QUALIFYING CBs



# 8. TOP DRAFT PICK SELECTION: JOEL BITONIO | 2014



## JOEL BITONIO | LEFT GUARD

NFL CAREER: 2014 (RD 2, PK 35) – PRESENT

**1.43 WINS ABOVE REPLACEMENT**

**RANKS 4<sup>TH</sup> / 288 OGs (2014-2020)**

**82.5 PFF OVERALL GRADE**

**RANKS T-5<sup>TH</sup> / 36 LGs (2014)**

ACCORDING TO PFF'S WINS ABOVE REPLACEMENT METRIC, JOEL BITONIO RANKS AS THE 4<sup>TH</sup>-MOST VALUABLE OFFENSIVE GUARD IN THE NFL SINCE HE WAS DRAFTED BY FARMER IN 2014





# 9. TOP DRAFT PICK SELECTION: BRANDON FLOWERS | 2008



## BRANDON FLOWERS | CORNERBACK

NFL CAREER: 2008 (RD 2, PK 35) – 2016

**2.16 WINS ABOVE REPLACEMENT**

**RANKS 2<sup>ND</sup> / 222 CBs (2008–2011)**

**89.7 PFF OVERALL GRADE**

**RANKS 5<sup>TH</sup> / 168 CBs (2008–2011)**

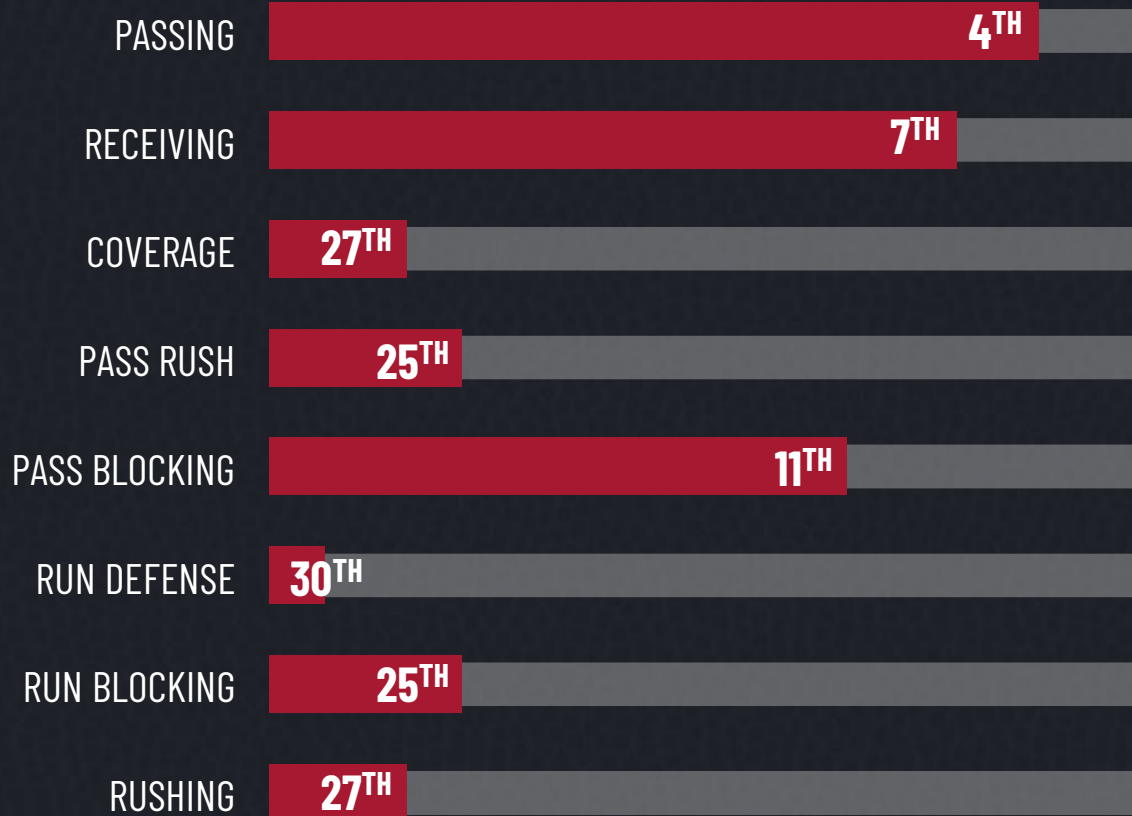
IN HIS FIRST FOUR SEASON WITH KANSAS CITY, FLOWERS ALLOWED A **72.8 PASSER RATING** IN COVERAGE, **17<sup>TH</sup>-BEST** AMONG 164 QUALIFYING CBs – 357 TGTS, 194 REC, 2,361 YARDS, 14 TD, 13 INT



# TEAM OVERVIEW #1 | HOUSTON TEXANS



## 2020 PFF TEAM RANKINGS



**PASSING UNIT** – DESHAUN WATSON IS COMING OFF OF A CAREER-YEAR. GREAT FOUNDATION.



## STEVE PALAZZOLO'S WIN-NOW STEPS:

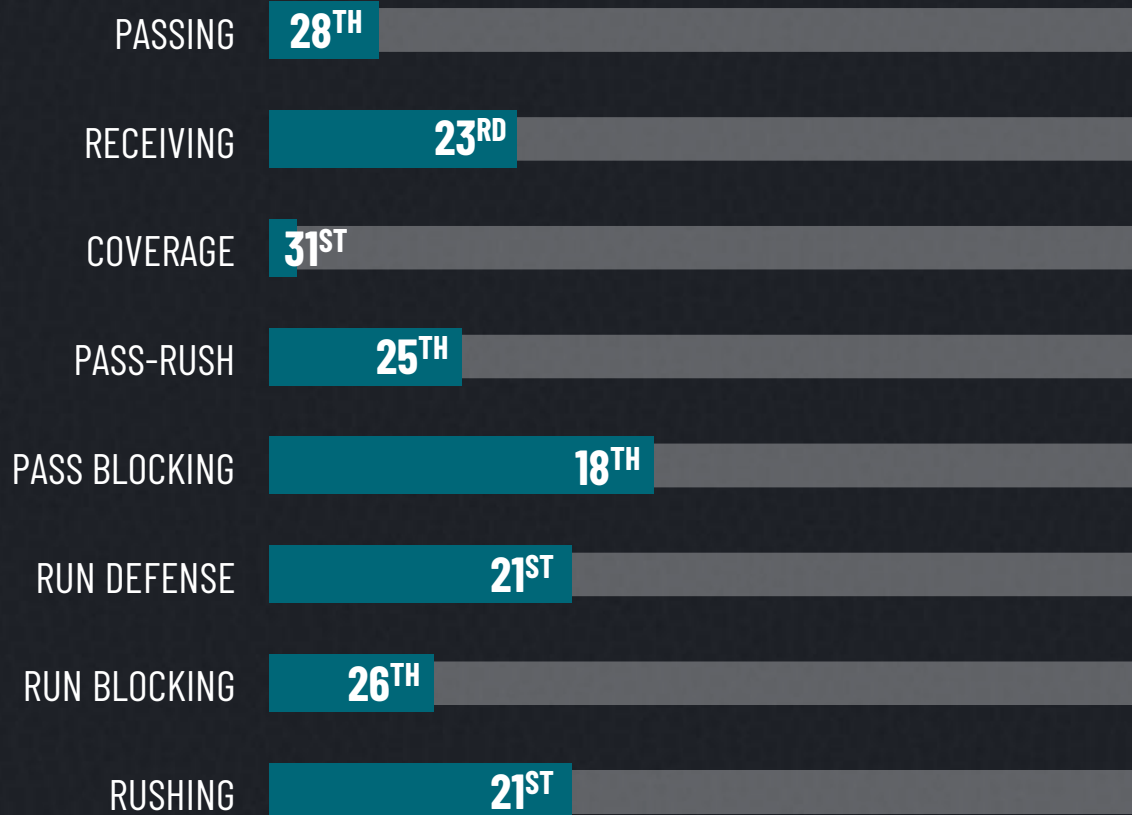
1. REVAMP THE SECONDARY! STOP THE PASS FIRST!
2. NEW DEFENSIVE SCHEME \*USUALLY\* PUTS A CHARGE INTO THE DEFENSE AND LEADS TO MODERATE IMPROVEMENT.
3. RUSH THE PASSER: FOCUS ON PASS-RUSH OVER RUN-DEFENSE UNLESS NEW SCHEME IS BLITZ-HEAVY.



# TEAM OVERVIEW #2 | JACKSONVILLE JAGUARS



## 2020 PFF TEAM RANKINGS



**PASSING UNIT** – TREVOR LAWRENCE TIME. GARDNER MINSHEW HAS SHOWED ENOUGH THAT HE COULD BE AN ASSET / GOOD BACKUP.



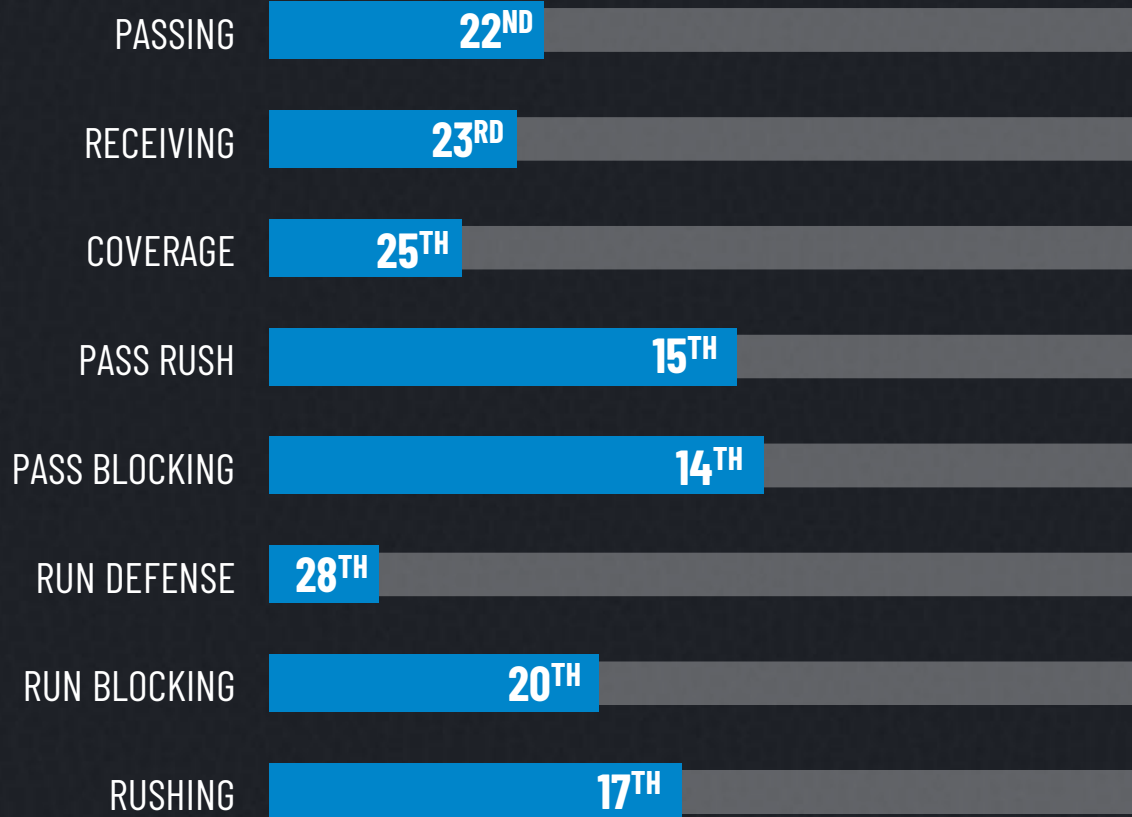
## STEVE PALAZZOLO'S WIN-NOW STEPS:

1. REVAMP THE SECONDARY! STOP THE PASS FIRST!
2. GIVE TREVOR MORE PLAYMAKERS. A HIGH-OCTANE OFFENSE WITH THREATS AT EVERY LEVEL OF THE FIELD WILL LEAD TO WINS, EVEN AS THE DEFENSE IS TRANSITIONING.
3. REBUILD THE DEFENSIVE LINE WITH MIX OF SOLID VETERANS AND YOUNG TALENT. FOCUS ON PRODUCTION.

# TEAM OVERVIEW #3 | CAROLINA PANTHERS



## 2020 PFF TEAM RANKINGS



**PASS-RUSH UNIT** – BURNS IS EMERGING AS ONE OF THE LEAGUE'S BEST. BROWN IMPROVED THROUGHOUT 2020. NEED ONE MORE TOP EDGE.



## STEVE PALAZZOLO'S WIN-NOW STEPS:

1. REVAMP THE SECONDARY! STOP THE PASS FIRST!
2. MUST REMAIN STATUS QUO AT OFFENSIVE TACKLE OR THE OFFENSIVE LINE IS IN DANGER OF DROPPING INTO THE BOTTOM HALF OF THE LEAUGE.
3. MORE PLAYMAKERS. WR + TE TO MAKE DEFENSE HAVE FIVE TRUE WEAPONS TO WORRY ABOUT EVERY WEEK.



