

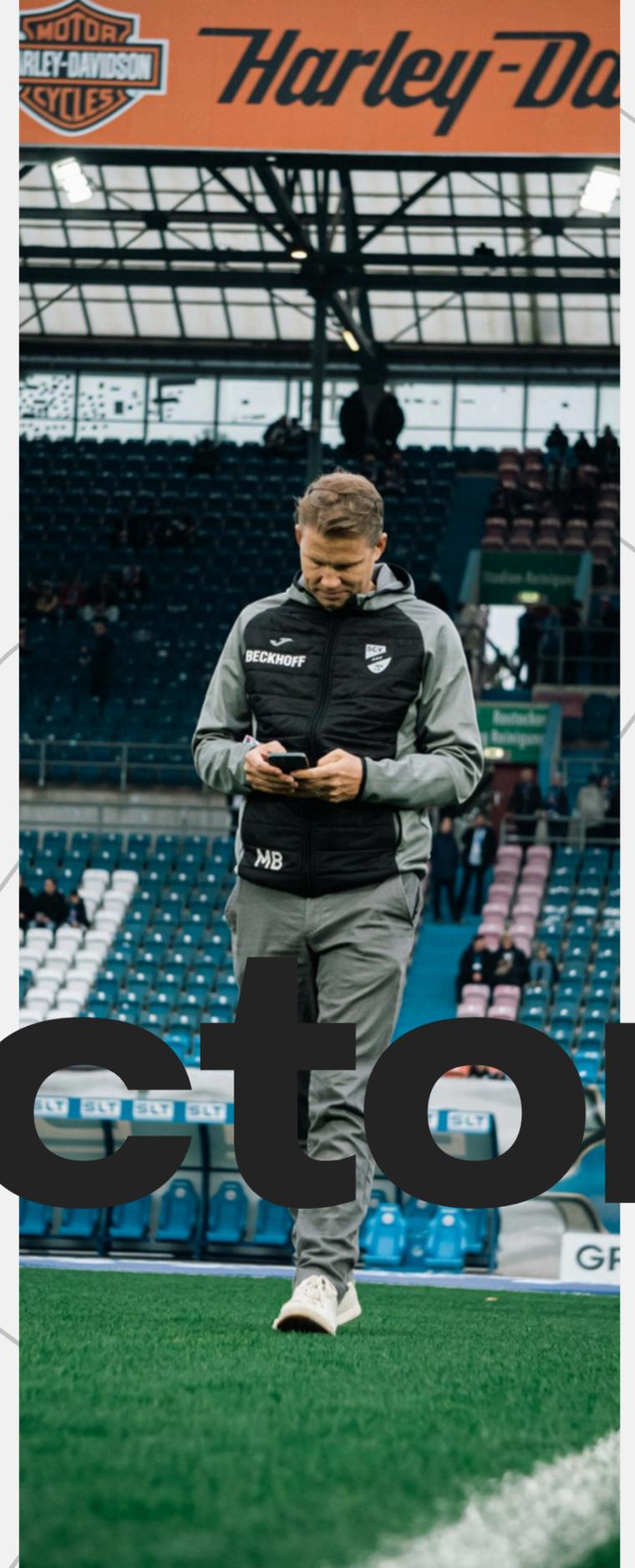
2026

# Matt Beadle sport director

Email  
[matt@mattbeadle.com](mailto:matt@mattbeadle.com)

Phone  
**+49(0)176 64172022**

Technical director and **co-architect of one of the most extraordinary projects in German professional football**: the data-driven, promotion charge with a squad assembled with the 3<sup>rd</sup> smallest budget in the 3. Liga.



# Executive Summary

Sport executive combining extensive **experience in elite football environments** with **deep expertise from the private sector** in leadership and cultural change settings and data-driven club building. **Currently Technical Director at SC Verl**, contributing to one of Germany's most progressive football identities built around possession football, aggressive pressing, and elite player development.

Background combines football operations, performance development, talent pathways, leadership culture design, and advanced scouting systems. **Former management consultant** advising **Fortune 500 and DAX organisations** on leadership and cultural transformation, bringing a unique perspective to building modern football organisations.

**Author of four books on leadership**, strengths orientation and high-performance cultures.

**Career ambition:** Sporting Director / Consultancy roles in professional football, shaping club DNA, talent pipelines, and high-performance environments.



# Professional Experience

## Technical Director, SC Verl

2025 - Present

Technical leadership role within one of Germany's most respected player-development clubs.

### Club Football Identity

- **Co-developed and the club's playing DNA**, aligning first team, academy and scouting profiles.

### Data-Driven Scouting

- Designed and implemented a **custom scouting dashboard**, currently one of the most advanced systems used in the German 3rd division.
- Integrated **positional profiling data modelling**, video scouting and into recruitment processes.

### Leadership & Culture

- Introduced strengths-oriented leadership frameworks and **feedback culture** across football departments.
- Supported the evolution of a **high-trust, organisational culture**.

## Head of Performance, SC Verl

2023 - 2025

Responsible for building the club's holistic player development architecture

### PROS Youth Development Concept

- Developed the PROS (**Player First**) framework, a research-based academy model integrating sport science, psychology, and talent pathway management.

### Elite Talent Pathways

- **Redesigned the progression pathway** between academy, U21 and professional team

### Staff & Coach Development

- Delivered **leadership workshops and staff development** programmes for senior coaching staff.
- Introduced evidence-based learning approaches drawn from **positive psychology and high-performance research**.





# Strengths-Oriented Leadership

## Management Consultant – Leadership & Culture Transformation

*Independent private sector / International Clients*

**17 Years**

Advised **>20,000 senior leaders** across **Fortune 500 and DAX companies** on organisational performance, leadership development, and cultural change from **>40 nationalities** in **>20 countries**.

Key focus areas:

- Organisational design & **Leadership architecture**
- **Culture transformation** in complex organisations
- **Strengths-based leadership** systems
- High-performance **team development**

This experience provides **a unique strategic lens on system leadership**, decision making and organisational behaviour **within football clubs**.

# Education & Vision

3-Year Sporting Strategy Blueprint

**MA Linguistics**  
Birmingham City University

**BA Sport Science**  
University of Greenwich

**UEFA A-Licence Coach**

**Languages**  
English (native), German (native-level), French (entry level)

## Step 1

### Identity & DNA

- Define club playing style
- Align recruitment profiles
- Build scouting and data infrastructure
- Clarify talent pathway structures

## Step 2

### People & Pathways

- Develop position profiles
- Strengthen progression from academy-to-first-team
- Introduce structured loan strategy
- Develop strengths-oriented leadership culture within staff

## Step 3

### Competitive Edge

- Squad & staff fully aligned with playing model
- Sustainable talent pipeline
- Modern recruitment infrastructure
- Strong football identity visible across the club

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