

Felipe Tricate S. Malta

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PROFESSIONAL SUMMARY

Specialized in Data Analytics applied to Football. Post-Graduated in Football Industries Management from the University of Liverpool, with a Masters in Big Data Applied to Football and a Business Management Bachelor Degree. 5 years of scouting experience. Sports Management teacher and specialized in Sports related courses.

WORK HISTORY

Coritiba SAF - Coordinator of Analytics

04/2024 - Current

- Implementation of club's first Football Analytics department.
- Planning department's short and long term goals, besides building the club's tools and software control
- Hiring process and interviews of analysts
- Integration process between several different data platforms
- Creation of club's own data storage
- Communication & Workshop planning with all the football areas involved in the data analytics project
- Provide data insights considering club's demands from the performance, scouting and business areas.

Footure - Head of Courses Methodology

Brazil

01/2024 - Current

- Design of the entire Curriculum Framework from Footure Academy, the Educational branch of the company, development of the Programs Launch strategy.
- Creation of the first fully dedicated course to graduate Football Executive from the company. Represented the most profitable course of company's history

Insper - Sports Management Teacher

São Paulo

08/2022 - Current

- Built the entire curricular plan for the course, University's First Sports Related course, obtaining in all the semesters 100% of the vacancies filled.
- Approaches topics such as Business Models and Strategies within Sports Organizations, Sportainment and Innovation & Trends in Sports
- Developed the University's Sports Committee, which includes: Executive and other sports related courses planning, a Research Study Group focused in Sports Innovation, Alumni networking and the Organization of sports related events

SKILLS

- Football Technical & Tactical Knowledge
- Football Players' Performance KPIs
- Problem Solving
- Teamwork
- Project strategies
- Project development planning
- Team building strategies
- Agile Techniques: Lean & Scrum
- Python & R
- Data Visualization: Tableau & Power BI
- Advanced Knowledge in Office

EDUCATION

2022

UCAM/Sports Data Campus

Murcia, Spain

Masters: Big Data Applied to Football

2019

University of Liverpool

Liverpool, United Kingdom

Master of Business

Administration: Football Industries

2014

Insper

São Paulo

Bachelor of Business

Administration: Business Management

CERTIFICATIONS

Provided by Sensorial Sports

- The Brain and the Importance of Cognitive & Psychological Capacities within Football
- Noble Work Foundation: Lean BPM, Agile Methodology and

01/2023 - 04/2024

- Assistance with the identification and recruitment of players for the First & Next Pro Teams. Following club's game plan and budget.
- Establishment of business relationships between Houston, worldwide clubs with Brazilian players & agents from Brazil.
- Production of more than 500 Individual and Team Reports per year, considering worldwide leagues and players.

02/2022 - 09/2023

- Development & Application of player's evaluation new metrics.
- Developed company's official database and its data collection process.
- Recruited & Built the Analysis Team and its processes. Managed to improve individual and collective productivity.

12/2019 - 02/2022

- Development of the club's first scouting database and statistical player evaluation model, based on the club's tactical playing style.
- Recruitment of 6 starting players from the U-20 Team, 2nd place from 2022 Copa São Paulo de Júniores.

12/2013 - 06/2018

- Regulatory & Forecasting Support of the Tech Brazil LOB, company's biggest department in LAD.
- Development and maintenance of the LAD Operations Team's BI platform. Usage of customized KPIs, improving company's awareness of LAD performance.

English

C2

Proficient

Spanish

C1

Advanced

Portuguese

☐ Bilingual or Proficient (C2)