

Matt Steer

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Professional Profile

Data-led recruitment and football analytics specialist with senior-level experience designing and delivering end-to-end recruitment data systems in a professional football environment. Former Lead Recruitment Data Analyst at Huddersfield Town, responsible for building scalable data infrastructure, league translation models, positional role frameworks and decision-support dashboards used across first-team recruitment. Background combines advanced football analytics, data engineering oversight and senior operational leadership, with a proven ability to build systems from first principles and embed data into real-world identification and risk-assessment workflows.

Professional Experience

Huddersfield Town AFC, Huddersfield/Remote

Lead Senior Recruitment Analyst June 2024 to January 2026

- Led the club's end-to-end first-team recruitment data operation, designing and implementing a scalable analytics infrastructure to support talent identification across domestic and international markets.
- Built and maintained league translation frameworks, positional role models and player evaluation metrics using event and tracking data. Oversaw database design, ETL pipelines and automated reporting workflows integrating StatsBomb, SkillCorner and internal scouting inputs.
- Delivered decision-support dashboards and player profiles used by recruitment staff, analysts and senior leadership to inform shortlisting, risk assessment and market strategy. Acted as the primary interface between recruitment, performance analysis and technical staff to ensure data outputs aligned with football decision-making needs.
- Successfully expanded the club's data footprint to support a significantly increased number of competitions, seasons and player records, ensuring system sustainability and data integrity at scale.

Middlesbrough Women FC, National

Live Scout Feb 2024 to June 2024

- Conducted live opposition scouting across live fixtures, delivering structured pre-match and post-match analysis reports.
- Produced recruitment-focused scouting reports, assessing player suitability against positional and tactical requirements.
- Contributed qualitative insights to support squad planning and recruitment discussions.

Little Critters Brewing Company, Sheffield

Sales and Marketing Director 2012 to 2024

- Founded and scaled a multi-site hospitality and brewing business from inception, holding full responsibility for commercial strategy, brand development, and revenue growth across multiple locations.
- Led sales, marketing, and customer acquisition strategy, including pricing, promotions, digital presence, and on-site activations, driving sustained year-on-year growth.
- Oversaw day-to-day operations, regulatory compliance, licensing, supplier relationships, and quality control across sites.
- Built, managed, and developed teams of up to 34 staff, including recruitment, training, performance management, and rota planning.
- Held full P&L responsibility, managing budgets, cash flow, forecasting, and cost control, with direct accountability for business performance and profitability.

Marston's Pub Company

Business Development Manager 2010 to 2011

Regional role overseeing more than 100 tenanted pub accounts across the North East. Responsible for P&L management, marketing support, licensing compliance and business development. Completed the British Institute of Innkeeping Advanced Diploma.

Academy Music Group, Sheffield

Marketing and Events Manager 2008 to 2010

Responsible for venue marketing and promotional activity for all events. Managed regional marketing distribution for SJM Concerts. Served as Site Manager during live events with attendances of 2k +, managing more than 100 staff and per-event turnovers of over £20k.

Previous employment history at managerial level can be discussed at interview if required.

Education

GIS 2024 to 2026

MSc Performance Analysis (Football & Applied Analytics)

University of Sheffield 2000 to 2005

LLB Law

Queen Elizabeth Grammar School, Wakefield 1993 to 2000

A Levels in French, Maths, Physics and General Studies

Nine GCSEs graded A and A*

References

- Lee Maybury – Head of Recruitment HTAFC – lee.maybury@htafc.com 07899 993377
- Tom Sutton – Chief Scout HTAFC – tom.sutton@htafc.com 07825 696653
- Billy Coulston – HUDL - billy.coulston@hudl.com 07916 342409