



MATT STEER

DATA-LED RECRUITMENT, PLAYER PROFILING & FOOTBALL DECISION SUPPORT

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PROFILE

Recruitment Analyst with experience building and developing data-led recruitment processes within professional football. Combines data, video and scouting insight to support player identification, profiling and transfer decision-making.

Skilled in Python, SQL, Tableau, StatsBomb, SkillCorner, TransferRoom and Wyscout, I recently completed my MSc research into recruitment risk, player transferability and cross-league performance stability.

CAREER TIMELINE

2022 - 24	2024 - 26	2024	2024 - 25	2025 - 26
Professional Football Scouts Association Scout Volunteer	creativesetplays.com Web Administrator & Content Creator	Middlesbrough WFC Scout Volunteer - Recruitment and Opposition	Huddersfield Town Recruitment Analyst	Huddersfield Town Lead Recruitment Analyst

QUALIFICATIONS & EDUCATION

Global Institute of Sport

MSc Performance Analysis in Football, 2024-2026

University of Sheffield

LLB Law, 2000-2005



- Introduction to Football Coaching – The Football Association (Feb 2025)
- Analysis & Recruitment in Women’s Football – PFSA (Jun 2024)
- Wyscout Advanced Certificate – Hudl (Jun 2024)
- Performance Analysis in Football Level 3 – PFSA (Apr 2024)
- Advanced Reporting Level 3 – PFSA (Mar 2024)
- Opposition Analysis Level 2 – PFSA (Mar 2024)
- Talent Identification Level 2 – PFSA (Feb 2024)
- Performance Analysis Level 2 – PFSA (Jan 2024)
- Safeguarding Certificate – The Football Association (2024)
- FA Level 1 in Talent Identification – The Football Association (2024)
- Opposition Analysis Level 1 – PFSA (Nov 2022)
- Talent Identification Level 1 – PFSA (Nov 2022)
- Performance Analysis Level 1 – PFSA (Nov 2022)
- Technical Scouting Level 1 – PFSA (Oct 2022)



KEY SKILLS



Technical Skills | Python (Pandas, NumPy), SQL, Tableau, ETL Pipeline Design, Data Governance, Predictive Modelling, Data Visualisation, StatsBomb (Event & 360), SkillCorner, TransferRoom, Hudl

Recruitment & Football Strategy | Talent Identification Frameworks, Cross-League Translation Modelling, Recruitment Risk Profiling, Market Intelligence, Squad Planning Support, Opposition & Set Piece Analysis, Live Scouting & Reporting, Video Scouting

Leadership & Governance | Stakeholder Management, Transfer Committee Collaboration, Process Design, Budget Exposure Support, Cross-Department Communication, Strategic Decision Support

Languages, English (Fluent), French (Working), German (Basic)

KEY ROLES



Huddersfield Town AFC, England

Lead Recruitment Analyst | 2024-2026

- Led first-team recruitment analytics processes supporting domestic and international transfer activity.
- Built and managed recruitment infrastructure integrating StatsBomb, SkillCorner, TransferRoom and internal scouting workflows.
- Developed recruitment dashboards, translation models and automated data pipelines to support player evaluation and risk assessment.
- Produced integrated data, video and scouting reports for coaches, scouts and senior football leadership.
- Acted as the primary link between recruitment, analysis and technical staff to support data-informed decision-making.
- Contributed data insights and reporting to the Performance Analysis department to assist in opposition analysis and set piece preparation.

Key Achievements

- Supported 21 senior signings across the 2024/25 and 2025/26 seasons, including 14 during the 2025 summer window.
- Expanded recruitment coverage to 16 competitions and 5 historical seasons through automated ETL and database development.
- Designed cross-league translation and positional modelling approaches to improve recruitment predictability and reduce transfer risk.



Middlesbrough WFC, England

Live Scout | 2024

- Conducted live scouting and opposition analysis across competitive fixtures.
- Produced structured player and tactical reports to support recruitment and match preparation.
- Assessed player suitability against positional, tactical and physical requirements.
- Provided qualitative and contextual insight alongside data-led evaluation processes.
- Supported recruitment discussions through live observation and detailed reporting.



creativesetplays.com

Web Administrator | 2024 - 2026

- Managed website administration and digital content production for Creative Set Plays, a specialist football set-piece analysis platform.
- Produced tactical analysis articles focused on set-piece strategy, coaching application and performance insight for football practitioners.
- Created telestration and video analysis content using match footage and analytical software to communicate tactical concepts clearly.
- Developed visual and written educational content tailored towards coaches, analysts and recruitment staff within professional football.
- Contributed to one of the leading specialist set-piece analysis platforms within the football analysis community through consistent analytical and educational content production.



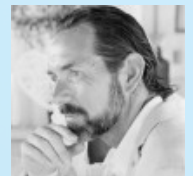
Professional Football Scouts Association

Volunteer Scout | 2022 - 2024

- Conducted live and video scouting assignments through the PFSA, primarily supporting lower league opposition analysis workflows.
- Produced structured opposition and player reports for clubs including Bromley and Chesterfield to support tactical preparation and recruitment evaluation.
- Delivered qualitative scouting insight focused on tactical structure, player tendencies and opposition strengths/weaknesses.
- Worked across both live and video environments, maintaining detailed reporting standards within fast-turnaround analysis processes.

PROFESSIONAL REFERENCES

Matt was promoted to Senior Recruitment Analyst and played a vital role in player identification through data analysis. He consistently demonstrated initiative, often anticipating future requirements and proactively finding solutions. His work ethic was outstanding, and he showed an excellent ability to work both independently in a remote environment and collaboratively as part of a team. Matt was a highly valued member of the department, and his analytical skills, professionalism, and commitment made a significant contribution to our recruitment process.



Lee Maybury, Head of Recruitment at Huddersfield Town AFC

I had the pleasure of working closely with Matt over the past year and a half, and during this time, he has consistently demonstrated an exceptional work ethic and a genuine passion for football. Matt brings a wealth of experience in data, analysis, and recruitment, with a particular strength in managing and analyzing large datasets. His meticulous attention to detail and high standards of work consistently produce valuable insights, making him a key asset in driving informed decision-making for football clubs.



Billy Coulston, Customer Success Manager (Elite Football) at Hudl

More references available by request.