

BRENDAN LEVER

Football Scouting & Data Professional | Player Identification, Data-Driven Evaluation & Scouting Coordination
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PROFILE

Football scouting and data professional with a Master's in Sport Management (Johan Cruyff Institute) and four years' experience in data-driven talent identification, player profiling, and scouting coordination. Skilled in translating video analysis and scouting-platform data (Wyscout, Eyeball, Driblab) into structured player profiles and background reports supporting club and agent decisions, and coordinating information flow between analysts, scouts, and club representatives. Fluent in English, French, and German, with advanced Dutch.

KEY SKILLS

Player profiling & talent identification • Data-driven scouting • Video & tactical/squad analysis • Player files, background profiles & final reports • Database management • Analytical synthesis & stakeholder communication

WORK EXPERIENCE

Head of Data & Innovation

August 2025 – Present

Sports Entertainment Group

- Building and managing data-driven scouting models and player profiles aligned to club-specific tactical and performance criteria, shortlisting and recommending players directly to clubs.
- Coordinating player evaluation workflows between data analysts and club/agent contacts, assigning follow-up actions and consolidating assessments into a single actionable recommendation.
- Managing a data analyst: overseeing workload, data projects and research.
- Lead the adoption of scouting platforms and data tools across the agency, improving evaluation consistency.
- Developed an internal platform structuring player files, background profiles, and market information for agents and clubs.

Data & Transfer Analyst

May 2023 – August 2025

Sports Entertainment Group

- Conducted in-depth player performance analysis, producing structured background profiles and final reports for players and agents.
- Coordinated follow-up on players offered through the agency network, managing TransferRoom profiles and liaising with club representatives on next steps.
- Guided athletes through transfer and career decisions using data-driven insights.
- Performed data scouting to identify talent and support strategic recruitment decisions for the agency and partner clubs.

Football Recruitment Consultant

February 2022 – April 2023

Scisports

- Advised 40+ partner clubs, agents, and federations across the Benelux, using a data-driven scouting platform to translate football needs into player profiles and key performance metrics.
- Scouted "Player of the Day," identifying emerging talent worldwide through live and video scouting.
- Created structured scouting reports and player profiles for clubs and agencies.

Customer Support Specialist

2021

VanMoof

- Managed customer communications and coordinated cross-team requests — organisational and communication skills directly transferable to scouting-department operations.

Football Player Analyst Internship

2019 – 2020

Tonsser

- Danish football startup: specialised in video highlight editing and video analysis; crafted player background profiles for youth talent in France, Denmark, and England; organised regional live-scouting selection events.

KEY ACHIEVEMENTS

- Saudi Arabia development: supported multiple player transfers to/from the Saudi Pro League for top clubs, summer 2025.
- Represented SEG at high-profile football industry events across Europe, strengthening scouting and agent networks.
- Built SEG's internal agent platform from scratch, structuring player data, files, and club opportunities.

EDUCATION

Master in Sport Management — Johan Cruyff Institute, 2021–2022 (Finance in Sport Industry, Leadership in Society, Sports Marketing, Facility & Event)

Bachelor's in Business Administration — Amsterdam School of International Business, 2016–2020 (incl. semesters at Telfer School of Management, U. of Ottawa, and Amsterdam University of Applied Sciences)

French Baccalaureate with Honours — Lycée Français de Hambourg, 2014

LANGUAGES

English — Fluent | French — Fluent | German — Fluent | Dutch — C