

YOUSSEF DEBBAGH

Transforming Football Decision-Making through Performance Insights, Strategy & Innovation

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EXECUTIVE PROFILE

Football executive with a unique combination of executive leadership, football strategy, performance insights and innovation. Experienced in designing football intelligence ecosystems that connect performance analysis, scouting, recruitment, academy development and executive decision-making. Recognized for building modern football structures, integrating leading technologies, and translating complex football information into practical actions that improve sporting performance.. UEFA B License. Master's in Sports Analytics in Football. International experience.

CORE COMPETENCIES

- Football Insights Leadership
- Data-Informed Recruitment
- Performance Research
- Insight-to-Action Translation
- Player & Team Profiling
- Opponent Analysis
- Recruitment Analytics
- Squad Building
- Marginal Gains

SELECTED ACHIEVEMENTS

Football Intelligence: Built a club-wide Knowledge Center integrating opponent analysis, scouting intelligence, and performance insights via Slack across all departments.

Analytics Leadership: Founded Football Analytics Department from scratch — recruited Data Scientists, defined the full operational and data workflow model.

Recruitment Innovation: Designed a 10-step recruitment process with an objective player rating grid (A1/A2/B1/B2/C), significantly reducing subjectivity in transfer decisions at WAC.

Scouting Strategy: Launched 'Wydad2Africa' — a data-informed initiative targeting elite youth in Sub-Saharan Africa, inspired by the Portuguese development model.

Academy Development: Restructured FUS academy around a triple-pillar model → Moroccan national U17 title (2023/24). At WAC, 3/4 youth categories reached the national playoffs; U21 ranked 1st.

Research: Built 'shadow teams' via data modelling to optimise squad structure and transfer priorities.

Data Culture: Organised Morocco's 1st Sports Data Analytics Hackathon, built around a challenge submitted by Olympique de Marseille.

PROFESSIONAL EXPERIENCE

General Manager · Wydad Athletic Club (WAC) — FIFA Club World Cup Jul 2024 – Present · Casablanca

- Built a unified Football Intelligence ecosystem (StatsBomb, SkillCorner, Wyscout, WIMU, TransferRoom) across recruitment, performance analysis, and opponent preparation.
- Created a digital Knowledge Center to centralise scouting intelligence, opponent analyses, and performance data — preserving institutional memory across all football departments.
- Designed a 10-step recruitment process with objective player rating (A1/A2/B1/B2/C), combining data, video, and scout reports to reduce subjectivity in transfer decisions.

- Launched ‘Wydad2Africa’ — data-informed scouting for elite young talent in Sub-Saharan Africa; structured Transfer Committee and technical advisor scouting platform.
- Secured high-potential academy players through data-driven pathway planning; 3 of 4 youth categories reached national playoffs, U21 ranked 1st.

Deputy General Manager · Fath Union Sport (FUS) 2021 – 2024 · Rabat

- Founded the Football Analytics Department from scratch: recruited a Data Scientist, partnered with StatsBomb, and defined the operational model, data workflows, and reporting standards.
- Delivered a 3-season performance research programme producing competitive benchmarks; built ‘shadow teams’ via data modelling to guide squad structure and transfer priorities.
- Designed a coach evaluation framework combining quantitative football metrics and qualitative criteria — supporting evidence-based appointment decisions.
- Created objective youth scouting grids (football + behavioural); restructured academy → Moroccan national U17 title (2023/24).

Founder & Football Intelligence Consultant · INNSPORT 2021 · Casablanca

- Delivered opponent analysis and football intelligence to 1st division clubs (Wyscout, Hudl, KlipDraw) — translating data and video into actionable coaching briefings under performance pressure.
- Organised Morocco’s 1st Sports Data Analytics Hackathon, built around a challenge by Olympique de Marseille.

Advisor to the President · Diambars Academy 2019 – 2020 · Dakar

- Designed an integrated scouting model (data + behavioural + video) for youth talent ID across West Africa; initiated international partnership network; digitalised club operations.

Managing Partner · Talent2Africa 2016 – 2020 · Dakar / Abidjan / Paris / Mauritius

- Led Data Scientists and developers to build a pan-African executive recruitment platform — awarded among Africa’s 15 best startups (Facebook & TechCrunch); raised \$1M in equity.

CERTIFICATIONS & EDUCATION

Modern Scouting & Data-Driven Recruitment — StatsBomb · 2024

Advanced Certificate in Sporting Directorship — FOCUS Sports · 2023

UEFA B License — DFB · 2021

Football Tactical Analyst — Barcà Innovation Hub · 2020

Stanford Seed Transformation Program — Stanford University · 2019

MSc Sports Management — Analytics Thesis — ISCAE · 2015

MSc E-Business — With Distinction (GPA 3.9) — HEC Montréal · 2010

BBA Marketing — Université de Sherbrooke · 2006

TOOLS & LANGUAGES

StatsBomb
SkillCorner

Wyscout
WIMU

Hudl
KlipDraw

TransferRoom
CIES / Off The Pitch

French & Arabic Native · **English & Spanish** Fluent · **Portuguese** Advanced

SELECTED READING & PRESS

Reading: *Net Gains* (O’Hanlon) · *The Gold Mine Effect* (Ankersen) · *Quiet Leadership* (Ancelotti) · *Eleven Rings* (Jackson) · *Believe Us* (Reddy) · *Winning* (Grover)

Press: [L’Économiste — Published articles on football management & analytics](#)