

# The Association of Sporting Directors

2025



**The Association of Sporting Directors is committed to helping people leave our game in a better place.**

**Our values guide our decision-making:**

**Integrity:** *We are open, honest, ethical and fair. People trust us and we stick to our word*

**Passion and drive:** *We continuously move forward, innovate and improve*

**Future focused:** *We anticipate and analyse the challenges and opportunities on the horizon*

**Custodian culture:** *We are committed to helping people leave our game in a better place*

# The only global membership body that Supports, Connects and Develops Sporting Directors and Technical Leaders from around the world.



SUPPORT, CONNECT & DEVELOP

## Dedicated to the global Sporting Director community

**900+**

Global members working in elite soccer

**60+**

Countries represented by the membership

**100+**

Online and in-person events exclusive to Sporting Directors

**5+**

Education programmes for national federations

- Experts in education and learning
- Globally recognised and accredited courses
- Global network of sporting leaders and mentors
- Ongoing personal professional development pathways

GUIDED BY EXPERT FOOTBALL LEADERS

## The ASD Technical Committee provide an expert source of insight, future challenge and connection to the network



**Ross Wilson**  
Chief Football Officer



**Paul Mitchell**  
Sporting Director



**Rebecca Caplehorn**  
Head of Football Administration



**Dan Ashworth**  
Sporting Director



**John Thorington**  
EVP Soccer Operations

F | S | G

**Pedro Marques**  
Sporting Director FSG



**Zoran Krneta**  
Sporting Director



**Bruno Costa**  
Sporting Director

# The ASD provides football with expert insight in two key areas:

## Performance Advisory

*Engaging, Informing and Inspiring transformational change*

Our mission is to partner with sports organisations worldwide, providing expert advisory services in operational strategy, talent and human capital, and leadership development.

Combining the ASD leadership team, our Technical Committee, global partners and expertise available to call upon, we are committed to delivering tailored, evidence-based solutions that empower our clients to make critical decisions, solve complex challenges, and drive sustainable, transformational change.

## ASD Leadership Institute

*Connecting, Supporting and Developing football leaders*

To deliver world-class professional development and support for Sporting Directors and Technical Leaders.

Equipping them with the skills, tools, knowledge, and networks necessary to lead their organisations with distinction and adapt to the evolving demands of the global sports landscape to make a positive impact.

SERVICES

# Performance Advisory



## **The Association of Sporting Directors exists to support football leaders in overcoming their most significant challenges.**

Our global network of experts are leaders in transformational change, with a proven track record in football and other industries worldwide.

We bring deep expertise in football leadership, having navigated many of the complexities organisations encounter—whether it's managing talent, driving growth, or delivering operational excellence.



# Performance advisory — supporting football leaders in overcoming their most significant challenges.

## Performance & strategy advisory

We offer strategic guidance to clients on their most pressing challenges, providing the tools and insights needed to gain a competitive edge.

From optimising club structures to refining strategies and enhancing operational execution, we work with our members to drive performance, achieve success and surpass their objectives both on and off the pitch.

## Talent advisory

### Discovery

We collaborate with clients to assess and meet their human capital needs, focusing on building high-performance teams.

### Development

Through our expertise in organisational design, role clarity, and accountability frameworks, we help clubs and organisations cultivate a culture of excellence.

### Search

We specialise in identifying and recruiting top-tier talent for critical leadership roles, ensuring success in both sporting and business operations.

### Support

We create bespoke development programmes for individuals and teams to ensure optimum performance.



## A unique partnership

**The exclusive relationship between Elevate Talent and the Association of Sporting Directors offers unparalleled insight and ensures you have access to our deep relationships with 900+ Sporting Directors and Technical leaders around the globe.**

### **Insight**

- Expert knowledge of the Sporting Director / Technical Director role
- Awareness of future challenges facing Technical Leaders
- Capability to analyse qualitative and quantitative candidate assessment data

### **Access**

- Access to 900+ senior Technical Leaders at Clubs and Member Associations
- Access to next-generation talent from trading, data, analysis, coaching, youth backgrounds
- Established networks in Europe, Americas, Asia-Pac and the Middle-East

### **Rigour & Support**

- 10-year track record of appointing Technical Leaders in Clubs and Associations, including Head Coaches and Sporting Directors
- Contemporary and proven recruitment frameworks applied in elite sport environments
- Best in class assessment methodology
- Equality, Diversity and Inclusion principles integrated into recruitment process



Whether you want to hit the ground running or change up your playbook, we find the game-changing talent our clients need to win.

**ELEVATE**  
TALENT

DEEP INDUSTRY EXPERTISE

**With over 23 years in executive search in the sport and adjacent industry sectors, our network is unrivalled.**

**2750+**

Global sports placements

**66%**

C-suite placements in 2023

**46%**

Global sports placements 2023

**45%**

Of our 2023 shortlists with diverse representation

DEDICATED FOOTBALL PRACTICE

**Vast experience working across the top tier leagues and delivering for football and sport across the globe.**



**16**

Global offices

**4**

Continents worldwide



***“Solving the dynamic challenges that football presents is unique to each organisation. The partnership between ASD and Elevate Talent is there to support executives with creative thinking, accessing expert networks and to utilise intelligence to make the right decisions.”***



## Dr. Daniel Parnell CEO - ASD

Daniel is the CEO of the Association of Sporting Directors, and a Technical Expert within the Global Football Development Team at FIFA. Alongside this he consults directly with several professional football clubs and leagues.

He has spent 18 years working in professional football consulting for a number of high profile Clubs, the Premier League, Member Associations and Governments, alongside his former roles in academia including Director of Studies of the Football Industries MBA at the University of Liverpool and Head of Research on the Masters in Sporting Directorship at MMU.

He is currently a Senior Research Fellow at the University of Birmingham (UK).

### 19+ years

Spent working in professional football with Clubs, Associations and Technical Leaders

### 8+ Years

Spent developing the ASD and its contribution to evolving the role of Sporting Director

I was connected to Dan via membership of the ASD when I was Head of Sport at New York Red Bulls. I quickly found Dan was able to support me through the rich insights he could provide on contemporary issues in the game. His strong global network added further opportunities to connect and collaborate to inform key decision making. Dan has further supported me in my current role as Director of Football at Everton FC in matters of innovation, high performance and football strategy. I would highly recommend him to executives and sporting leaders requiring support.

*Kevin Thelwell – Director of Football (Everton FC)*

I met Dan through my membership within the ASD. He is an accessible leader, who is globally connected in the football industry and has regular access to current and future leaders from a range of disciplines. He has been a personal support to me during the process of becoming Sporting Director of Charlotte FC and I continue to support knowledge exchange between US football leaders and the broader ASD community.

*Zoran Krneta – Sporting Director (Charlotte FC)*

Dr Parnell is well-known for supporting many world-leading football executives globally in professional football. Through his work at FIFA, where I first engaged Dan as an expert consultant, he is fast becoming a global recognised practitioner for his ability to support leaders' decision-making through making complex qualitative and quantitative data-sets easy to understand"

*Gareth Jennings – Sporting Director (UAE Pro League)*





## Alistair Milner Partner - Elite Sport

Alistair has been a Partner at Elevate Talent since 2010 and a Board member of the Association of Sporting Directors for 6 years.

He has developed a detailed understanding of professional football, led a range of technical leadership appointments across the globe.

In addition, Alistair is an accredited Hogan practitioner and a qualified executive coach.

### 22+ years

Working in the sport sector with coverage across professional and Olympic sport

### 14+ Years

Developing rigorous recruitment process and assessment techniques

We partnered with Alistair and Elevate Talent on the appointment of a team of Technical Experts who were responsible for the initial analysis of FIFA's Talent Development Scheme. Through a rigorous recruitment methodology, we were able to identify, assess and contract a team of 30 senior Technical Experts and Managers. These individuals had experience as Sporting Directors, 1st Team Head Coaches, Data Analytics Leads and Academy Directors, and came from all over the world.

### *Ulf Schott – Head of High Performance (FIFA)*

L AFC partnered with Elevate Talent on the appointment of a Technical Director to help lead across the Club's soccer department. Elevate Talents unique partnership with the ASD enabled the Club to run a rigorous recruitment process and access the global talent pool. Alistair Milner, Elevate Talent's lead Partner for elite performance appointments, provided a consistently professional experience for all candidates and ultimately supported the Club to make a successful appointment.

### *John Thorrington – President (L AFC)*

I have had the pleasure of collaborating with Alistair and Elevate Talent on various technical leadership roles over the last 7 years. Alistair's deep understanding of professional football, along with his insights into how football clubs operate and knowledge of the pivotal role of a Sporting Director, delivered a rigorous and professional service.

### *Stewart Robertson – Managing Director (Rangers FC)*

# FIFA



SERVICES

# ASD Leadership Institute



## **Supporting, Connecting and Developing Football Leaders.**

To deliver world-class professional development and support for Sporting Directors. Equipping them with the skills, tools, knowledge and networks necessary to lead their organisations with distinction and adapt to the evolving demands of the global sports landscape to make a positive impact.

# ASD Leadership Institute: Supporting, Connecting and Developing Football Leaders

The ASD offer a series of professional development opportunities from events to courses for both current football leaders, as well as aspiring football leaders

## Alt Sporting Director MBA

Designed by ASD members, the Alternative Sporting Director MBA (AltSD MBA) offers real-world learning led by elite Sporting Directors, alongside industry and academic experts.

LEAD BY:  
Paul Mitchell & Dr Daniel Parnell

[View more details](#)

## ASDonline

A unique online learning programme to equip anyone with real insights into the role of Sporting Director.

LEAD BY:  
Joel Roberts

[View more details](#)

## ASDX

A unique knowledge exchange programme led by football leaders to equip aspiring Sporting Directors with the insights and lessons for success.

LEAD BY:  
Dr Alex Bond

[View more details](#)

# Become a member of the Association of Sporting Directors

The ASD is dedicated to supporting leaders in professional football, encompassing roles such as Sporting Director; Director of Football; Technical Director; Head of Recruitment; Academy Director; Chief Scout and Pathways & Loan Manager.

## ASD membership

- 4 Exclusive online events per year
- Bespoke events on contemporary topics
- Discounted rates for our Annual Conference

[Apply for ASD Membership](#)

## ASD Executive Membership

### Access to all ASD membership events, and:

- Four exclusive in-person knowledge exchange events per year
- Access to all courses released in 2025 within our ASDonline offer
- Access to our unique Knowledge Exchange programme ASDX
- Discounted rates for our Annual Conference & discretionary events as they emerge
- Professional recognition (i.e., for VISA applications)
- Career Advisory (Elevate Talent) and Education guidance

### Why join the ASD?

Learning benefits: Build your leadership skills; Enhance your network; Increase your employability; Lifetime access to course materials; Direct access to world-class professors and professionals; Interactive learning opportunities; Global network of members; Access to our back catalogue of executive insights and recordings.

### Cost:

ASD Executive membership is £250.  
Subscription costs are per calendar year

### Deadline:

The deadline for subscription is the 10th January 2025.

[ASD Executive Membership](#)

### Eligibility

To join the ASD community, applicants must have held one of the listed roles (or similar) at a professional football club, anywhere in the world. The position need not be current at the time of application. All memberships are subject to approval by the ASD Managing Directors in consultation with the Technical Committee.





ASD LEADERSHIP INSTITUTE

# Alt Sporting Director MBA

*“The Premier League is the most valuable football competition in the world with revenues in excess of £7bn and over 4bn followers. Elite football thrives on the very best talent on and off the pitch. Capitalising on the leadership of our members, the Alt Sporting Director MBA aims to break-down barriers to learning and create new talent journeys for aspiring football leaders to diversify and enrich football leadership of the future.”*

# Alt Sporting Director MBA

## Course dates:

February - December 2025

## Application deadline

6th January 2025

[Apply for the AltSD MBA](#)

[Overview](#)

[Modules](#)

[Programme](#)

[Professors](#)

[Benefits](#)

[About the application](#)

The Association of Sporting Directors is proud to unveil the Alternative Sporting Director MBA (AltSD MBA), a cutting-edge programme that goes beyond traditional academic MBAs.

Specifically designed by ASD members, the AltSD MBA offers real-world learning led by elite Sporting Directors, alongside industry and academic experts. Rather than focusing solely on theory, this programme delivers hands-on, practical insights drawn directly from the challenges and successes of modern football leadership, integrating knowledge from sports, business, and entertainment sectors.

The AltSD MBA is not just a typical academic experience—it's a transformative journey designed to empower the next generation of football leaders with the actionable skills needed to thrive at the forefront of the sport. Beyond this you will be assigned a football-based mentor to support your leadership journey throughout 2025.

## Modules

1. Becoming and Being a Sporting Director.
2. Developing a Football Strategy.
3. Leading and Improving Standards.
4. Communication and Negotiation.
5. Directorship, Finance, Governance & Sustainability.
6. Leadership in Football.
7. Identifying and Developing talent.
8. Excelling as a Sporting Director in the real-world.

## Cost

£10,000

## Spaces

20

## Accreditation

This course is endorsed and certified by the ASD and all learners will receive a certificate on completion of the course.

## Led by:



Paul Mitchell



Dr Daniel Parnell

# Alt Sporting Director MBA

## Course dates:

February - December 2025

## Application deadline

6th January 2025

[Apply for the AltSD MBA](#)

[Overview](#)

[Modules](#)

[Programme](#)

[Professors](#)

[Benefits](#)

[About the application](#)

## Becoming & being a Sporting Director

Kevin Thelwell (Everton FC)

- Understanding Sporting Director career journeys and trajectories
- Planning your Sporting Director journey using applied network theory
- Examining recruitment practices in elite professional football

### CO-TUTORS:

Dr Daniel Parnell (ASD); Alistair Milner (ASD; Elevate Talent)

### PARTNERS:

Elevate Talent

## Developing a football strategy

Julian Ward (Fenway Sports Group)

- Examining football clubs strategies from strategic and operational perspectives (including football philosophies)
- Understanding multi-club ownership strategies
- Developing an effective recruitment strategy for playing & non-playing staff, including Head Coaches

### CO-TUTORS:

Dr Alex Bond (ASD); Professor Barry Drust (ASD); Joel Roberts (ASD); Dr Daniel Parnell (ASD)

### PARTNERS:

Eyeball; Trait Insights; Teamworks

## Learning and improving standards

Dr Daniel Parnell (ASD)

- Exploring change management in elite professional football
- Implementing a culture of continuous improvement
- Leading through accountability and shared responsibility

### CO-TUTORS:

Dr Daniel Parnell (ASD)

### PARTNERS:

Gemini Sports, Teamworks

## Communication and negotiation

Mike Rigg (Birmingham City FC)

- Understanding negotiation in elite professional football
- Communicating with media, agents, media and external stakeholders
- Gaining alignment and clarity across club functions, from ownership downwards

### CO-TUTORS:

Dr Alex Bond (ASD); Professor Barry Drust (ASD); Joel Roberts (ASD); Dr Daniel Parnell (ASD)

### PARTNERS:

Teamworks

# Alt Sporting Director MBA

## Course dates:

February - December 2025

## Application deadline

6th January 2025

[Apply for the AltSD MBA](#)

[Overview](#)

**Modules**

[Programme](#)

[Professors](#)

[Benefits](#)

[About the application](#)

## Directorship, Finance, Governance & Sustainability

Ross Wilson (Nottingham Forest FC)

- Understanding and balancing financial sustainability
- Exploring good governance
- From profit and sustainability to the UN sustainable development goals: what does a Sporting Director need to know?

### CO-TUTORS:

Dr Daniel Parnell (ASD);  
Dr Alex Bond (ASD)

### PARTNERS:

ClubDNA

## Leadership in football

Rebecca Caplehorn (Tottenham Hotspur FC)

- Leading in the football industry
- Examining leadership and management
- Successful practices and lessons from elite football environments

### CO-TUTORS:

Dr Alex Bond (ASD); Professor Barry Drust (ASD); Dr Daniel Parnell (ASD)

## Identifying and developing talent

Tiago Pinto (AFC Bournemouth)

- Modern trends in talent identification and recruitment
- Recruitment structures, processes and practices
- Technology to enhance talent identification

### CO-TUTORS:

Dr Daniel Parnell (ASD)

### PARTNERS:

Trait Insights; SkillCorner; Eyeball

## Excelling as a Sporting Director in the real-world

Nick Hammond (Leeds United FC)

- Topical issues and challenges facing Sporting Directors
- Overcoming problems as a Sporting Director
- Effective decision-making as a Sporting Director

### CO-TUTORS:

Dr Daniel Parnell (ASD);  
Joel Roberts (ASD);

# Alt Sporting Director MBA

## Course dates:

February - December 2025

## Application deadline

6th January 2025

[Apply for the AltSD MBA](#)

[Overview](#)

[Modules](#)

**Programme**

[Professors](#)

[Benefits](#)

[About the application](#)

Launching in February 2025, the AltSD MBA kicks off with a three-day immersive experience in London (UK) and features eight interactive modules, blending in-person and virtual sessions for a fully engaging learning journey, including exclusive meetings around our ASD Annual Global Conference in May 2025 (Old Trafford, Manchester United FC).

This programme culminates with an exclusive, three-day in-person learning celebration in Liverpool (UK), led by leading football figures, emphasizing real-world application, leadership innovation, and strategic thinking.

Our mentorship programme will match learners aspirations and needs with global football leaders to enhance your journey.

MONTH ONE	MONTH 2 – 10	MONTH ELEVEN
<b>Workshops</b> Course leaders; Module leaders and group tutors	<b>Ongoing support</b>	<b>Workshops</b> Course leaders; Module leaders and group tutors
<b>DAY 1</b> <b>Becoming &amp; being a Sporting Director</b> Kevin Thelwell (Everton FC) <b>Recruitment of non-playing staff</b> Roundtable	<b>Communication and negotiation</b> Mike Rigg (Birmingham City FC) <b>Identify and developing talent</b> Tiago Pinto (AFC Bournemouth) <b>Mentorship</b>	<b>DAY 1</b> <b>Leadership in Football</b> Rebecca Caplehorn (Tottenham Hotspur FC) <b>Recruitment of non-playing staff</b> Roundtable
<b>DAY 2</b> <b>Developing a football strategy</b> Julian Ward (Fenway Sports Group) <b>Recruitment of playing staff with Tiago Pinto</b> Roundtable	<b>Online support &amp; seminars</b> <b>Tutor group meetings</b>	<b>DAY 2</b> <b>Directorship, Finance, Governance and Sustainability</b> Ross Wilson (Nottingham Forest FC) <b>Recruitment of non-playing staff</b> Roundtable
<b>DAY 3</b> <b>Learning and improving standards</b> Dr Daniel Parnell (ASD) <b>Working and leading as a Sporting Director</b> Roundtable - Mike Rigg and Ross Wilson	<b>One-to-ones</b> <b>Masterclasses</b> <b>Partner engagement</b> <b>ASD member only in-person event (UK)</b>	<b>DAY 3</b> <b>Excelling as a Sporting Director in the real-world</b> Nick Hammond (Leeds United FC) <b>- Assessment presentations</b> <b>- Celebration and Graduation</b>
Reflections; Personal Development Plan; Football Strategy Development	<b>ASD Annual Conference (May, UK)</b> Exclusive meetings and roundtable discussions	Reflections; Personal Development Plan; Football Strategy Development

11 month programme of executive learning

# Alt Sporting Director MBA

## Course dates:

February - December 2025

## Application deadline

6th January 2025

[Apply for the AltSD MBA](#)

[Overview](#)

[Modules](#)

[Programme](#)

[Professors](#)

[Benefits](#)

[About the application](#)



### Kevin Thelwell (Everton FC)

Module lead: Becoming and being a Sporting Director



### Julian Ward (Fenway Sports Group)

Module lead: Developing a Football Strategy



### Dr Daniel Parnell (ASD)

Module lead: Leading and Improving Standards



### Mike Rigg (Birmingham City FC)

Module lead: Communication and Negotiation



### Ross Wilson (Nottingham Forest FC)

Module lead: Directorship, Finance, Governance and Sustainability



### Rebecca Caplehorn (Tottenham Hotspur FC)

Module lead: Leadership in Football



### Tiago Pinto (AFC Bournemouth)

Module lead: Identifying and developing talent



### Nick Hammond (Leeds United FC)

Module lead: Excelling as a Sporting Director in the real-world



### Iffy Onuora (Premier League)

Course tutor



### Dr Alex Bond (Association of Sporting Directors)

Course tutor



### Polly Bancroft (Grimsby Town FC)

Course tutor



### Professor Barry Drust (Association of Sporting Directors)

Course tutor



### Joel Roberts (Association of Sporting Directors)

Course tutor



### Alistair Milner (Association of Sporting Directors)

Course tutor



### Paul Mitchell (Newcastle United FC)

Course leader



### Dr Daniel Parnell (Association of Sporting Directors)

Course leader

# Alt Sporting Director MBA

## Course dates:

February - December 2025

## Application deadline

6th January 2025

[Apply for the AltSD MBA](#)

[Overview](#)

[Modules](#)

[Programme](#)

[Professors](#)

[Benefits](#)

[About the application](#)

## Learning benefits:

- Build your leadership skills
- Enhance your network
- Career mentorship from global football leaders
- Increase your employability
- Lifetime access to course materials
- Direct access to world-class professors and professionals
- Interactive learning opportunities
- Global network of learners
- Access to our back catalogue of executive insights and recordings

## Other benefits:

- Complimentary access to ASD in-person events in 2025
- Access to all courses within our ASDonline education programme in 2025
- Access to our unique Knowledge Exchange programme ASDX 2025
- Access to our Annual Conference 2025

**This also includes Executive Membership to the ASD.**

“

Investing in your professional development is key in order to grow. The ASD supports forming relationships with the other members of the association and helps push the game further through insightful discussions.



Marisa Ewers  
Women's General Manager, Aston Villa FC

”



# Alt Sporting Director MBA

## Course dates:

February - December 2025

## Application deadline

6th January 2025

[Apply for the AltSD MBA](#)

[Overview](#)

[Modules](#)

[Programme](#)

[Professors](#)

[Benefits](#)

[About the application](#)

## Deadline

The deadline to apply for registration for this leadership programme is **6th January 2024**.

Spaces will be allocated on potential to impact football, taking into account the most senior applicants, alongside geographic considerations and will be limited to ensure a quality learning experience.

Please find the application details on the link above where you will be asked to share a one-page motivation letter and your current CV.

## Duration:

February 2025 - December 2025; 11-month flexible learning

## Tuition fees:

Full-fee: £10,000

Details on the payment plan are available.  
£500 deposit required with application

## Format:

50% Online, Live, Interactive  
50% Onsite, in-person with the ASD Annual Conference included

## Additional access:

- ASD events throughout 2025 (UK)
- ASD Global Annual Conference in May 2025 (UK)
- ASDonline learning modules
- ASDX 2025 knowledge exchange programme
- Executive membership to the ASD

## Accreditation

This course is endorsed and certified by the Association of Sporting Directors and all learners will receive a certificate of learning on completion of each module and upon completion of the AltSD MBA.

“

Dan and the team have done a brilliant job in helping existing Sporting Directors flourish in their roles as well as preparing the next generation. It has given credibility and I have not only been delighted to be associated with ASD, but have personally benefitted from it hugely

**Dan Ashworth,**  
Former Manchester United FC

”

*"People keep asking us: 'is this a accredited University MBA?' We tell them: 'definitely not'. Having led many university courses our focus is not on the certificate, but on the genuine insight and learning to better prepare people for success in the football industry.*

*The AltSD MBA provides unrivalled access to football Professors - those leading day-to-day in the world of football. The programme is not module-to-module, its an ecosystem of personal development and leadership transformation.*

*If you want to connect with, be supported by, and develop under leaders in football - then the AltSD MBA is for you. Here you will understand what it really takes to lead in football."*



ASD LEADERSHIP INSTITUTE  
**ASDonline**

# ASDonline

Are you thinking about what's next in your sporting career?

[Start learning now](#)

[Overview](#)

[Programme](#)

[Tutors](#)

In response to the increasing demand from those wanting to learn more about the role of the Sporting Director, better understand it's position in the football landscape and to support future career aspirations, the Association of Sporting Directors continues to provide innovative solutions for learning.

With an overarching theme of 'Understanding the Role of the Sporting Director' ASDonline offers a range of interactive short-courses informed by leaders, underpinned by academic expertise and combined with industry insight from those at the forefront of the Sporting Director Role such as Victor Orta, Polly Bancroft, Gareth Jennings and John Murtough.

Identifying 7 key themes each module provides an opportunity for learners to assess their understanding, support their development needs and provide access to the real-life experiences of those in football leadership positions.

This programme is designed for established or aspiring football leaders, seeking to better understand the role and build their skills and capabilities.

## Cost

£200 per module (included in Executive Membership)

## Accreditation

This course is endorsed and certified by the ASD and all learners will receive a certificate on completion of the knowledge exchange.

## Led by:



Joel Roberts



Dr Ed Cope

## Example Contributors:



Victor Orta



Gareth Jennings



Lucy Rushton



John Murtough



Iffy Onuora



Scott McLachlan

# ASDonline

Do you want to know the first steps to the Sporting Director role?

[Start learning now](#)

[Overview](#)

[Programme](#)

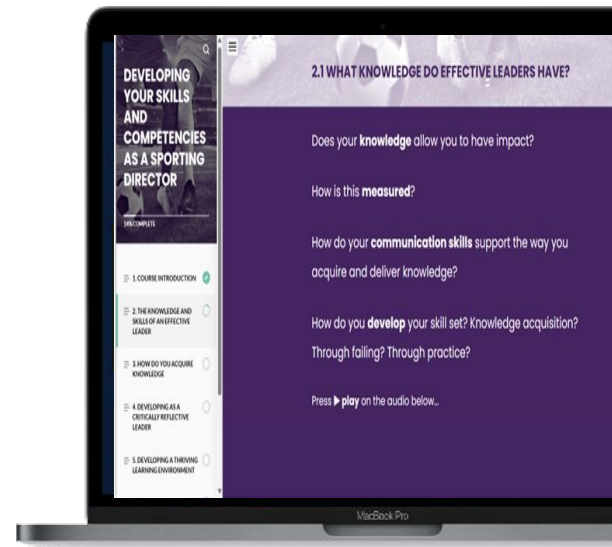
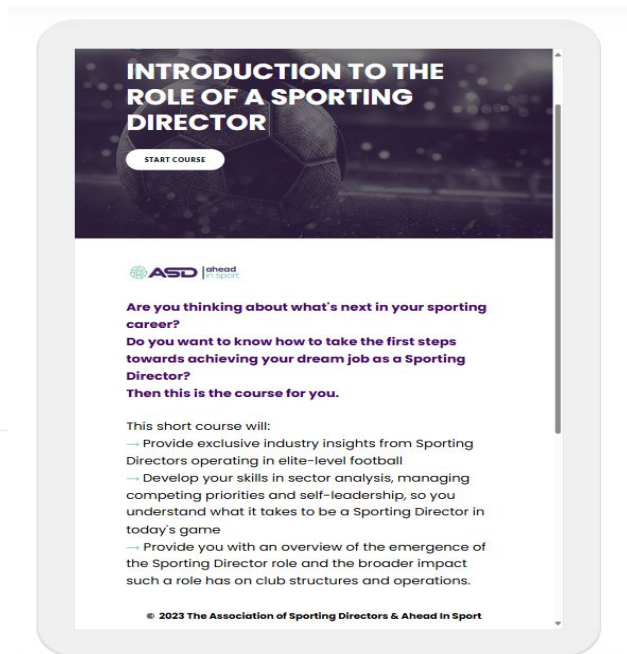
[Tutors](#)

## Modules:

1. An Introduction to the Role of the Sporting Director  
*- Available now on-demand*
2. Developing Your Skills & Competencies as a SD  
*- Available now on-demand*
3. Importance of Recruitment for those in the SD role  
*- Available December 2024*
4. The Strategic Sporting Director - *Available 2025*
5. Delivering with Impact - *Available 2025*
6. Technology and the Sporting Director - *Available 2025*
7. Professional Practice: Supporting the future of the Sporting Director - *Available 2025*

## Cost

£200 per module



# ASDonline

Industry insights and expert analysis underpinned by academic research

[Start learning now](#)

[Overview](#)

[Programme](#)

[Tutors](#)



## Joel Roberts

Joel is Board Member of the ASD and Director of a Football and Education consultancy, providing advisory services across Leadership, High-Performance, Strategy, Talent ID and Workforce Development to elite sporting organisations and academic institutions.



## Dr Ed Cope

Ed is a Senior Lecturer in sport coaching at Loughborough University, and lead tutor for the FA's Advanced Principles of Talent ID course. Ed regularly consults for NGBs and NSOs on matters relating to programme and educational learning design and development



## Dr Daniel Parnell

Daniel is the CEO of the ASD alongside his role as Technical Expert within the Global Football Development Team at FIFA. Alongside this he consults directly with several professional football clubs and leagues.

“

The ASD provides an invaluable support network for a wide range of professionals in the football industry. It is excellent to be able to learn and discuss key developments in our respective roles with colleagues from a wide spectrum of clubs and other football organisations.



Huw Jennings  
Head of Football Development, Fulham FC

”

*“With content designed by the ASD Technical Committee our on-demand courses provide flexible access to contributions from football leaders, unique industry insights and lived experiences all underpinned by academic research, allowing the learner to develop their understanding of the role of the Sporting Director. In addition, each module provides an opportunity for them to reflect on their own strengths and areas for development as they seek to equip themselves for future leadership roles of their own in the world of football”*



ASD LEADERSHIP INSTITUTE

**ASDX**



# ASDX

Take your leadership and learning to the next level

[Start learning now](#)

[Overview](#)

[Programme](#)

[Tutors](#)

The ASDX Programme is a comprehensive, high-impact series designed for both aspiring and established football executives.

The series is delivered by leading Sporting Directors across 10 expertly curated sessions, participants will immerse themselves in dynamic discussions, expert interviews, and strategic insights, all aimed at enhancing their leadership abilities in the fast-paced world of elite football. What you can expect:

- Gain exclusive insights into the challenges and demands of top-tier football leadership.
- Learn directly from experienced Sporting Directors and top football executives.
- Sharpen your strategic thinking and decision-making skills.
- Discover the key principles of building successful football teams.
- Expand your network by connecting with professionals who share your passion for football leadership.

Whether you are advancing your current role, aspiring to become a Sporting Director, Club Executive or any leadership position, ASDX offers a unique opportunity to connect, collaborate, and cultivate the skills and relationships needed to thrive at the forefront of the football industry.

## Cost

£300 (included in Executive Membership)

## Accreditation

This course is endorsed and certified by the ASD and all learners will receive a certificate on completion of the knowledge exchange.

## Led by:



Dr Alex bond

## Workshop tutors:



Dr Daniel Parnell



Professor Barry Drust



Joel Roberts



Alistair Milner

# ASDX

Take your leadership and learning to the next level

[Start learning now](#)

<u>Overview</u>	<u>Programme</u>	<u>Tutors</u>	
Month	Date	Time	Topic
February	26/02/2025	3-4pm	What does successful Leadership look like?
March	26/03/2025	3-4pm	How to create the right game model?
April	23/04/2025	3-4pm	Negotiating effectively in a competitive world
May	28/05/2025	3-4pm	Succession planning and development
June	25/06/2025	3-4pm	How to develop and deliver strategy?
July	30/07/2025	3-4pm	Being effective at Talent ID
September	24/09/2025	3-4pm	How to lead through crisis?
October	29/10/2025	3-4pm	Leading positive change
November	26/11/2025	3-4pm	Leading multiple teams
December	03/12/2025	3-4pm	Effective action planning for future success

“

As a member, I have made new contacts to share invaluable experiences within the network. I have also learned a lot from the high-class webinars with outstanding speakers in the football industry.



Robert Jacobsson  
Academy Director, Skövde AIK - Sweden

”

# ASDX

Take your leadership and learning to the next level

[Start learning now](#)

[Overview](#)

[Programme](#)

[Tutors](#)



## **Dr Alex Bond**

Is a Reader in Sport Management and is a multidisciplinary researcher focusing on developing organisational capacity and capability through effective leadership and decision-making processes.



## **Alistair Milner**

Is a Partner at Elevate Talent, a global search firm operating in the sport sector. He has worked with a wide range of elite sport organisations on technical leadership appointments and talent advisory projects.



## **Professor Barry Dust**

Is a professor in applied exercise physiology and an industry leader in creating high performance research and innovation strategies around sport science and medicine. He has successfully lead a number of professional and academic development programmes within football clubs



## **Joel Roberts**

Is a Board Member of the ASD and Director of a Football and Education consultancy, providing advisory services across Leadership, High-Performance, Strategy, Talent ID and Workforce Development to elite sporting organisations and academic institutions.



## **Dr Daniel Parnell**

Is the CEO of the ASD alongside his role as Technical Expert within the Global Football Development Team at FIFA. Alongside this he consults directly with several professional football clubs and leagues.



ASD LEADERSHIP INSTITUTE

# ASD Global Conference

# ASD Global Conference

Connecting football leaders and sporting directors from around the world

[Register here](#)

## Leadership, knowledge exchange and growth

Providing a global context to the role of the Sporting Director through connecting football leaders from across the world. Our Global Conference offers a unique insight into the role, challenges and opportunities that exist for Sporting Directors, and insights to develop more sustainable success within our sport.

World-class speakers, outstanding panels, bespoke break-outs and expert analysis is crucial to allowing those participating the opportunity to ask, listen, share and learn - everything we collectively deliver with our members at our conference.

With attendees and participants from every continent, our conference is inclusive and open to all. It provides the opportunity to interact, collaborate and network with a diverse audience that is representative of the whole game.



"We pride ourselves in empowering the next generation of football leaders and actively invest in programmes to remove barriers for underrepresented groups to participate in our conference, which we have seen can be transformational".

### **Gaynor Crompton**

Head of Operations, Association of Sporting Directors

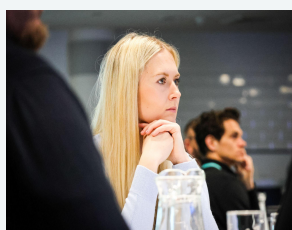
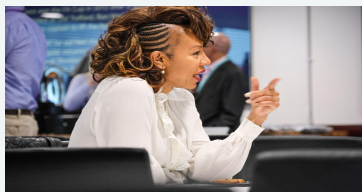


# ASD Global Conference

Connecting football leaders and sporting directors from around the world

[Register here](#)

[Revisit our Global Conference from 2024](#)



“

I attended the Association of Sporting Directors Global Conference, and I couldn't have felt more welcomed and supported by everyone. It really opened my eyes as to what's possible when you get placed in your rightful position.

My LinkedIn has been popping off since the conference and I feel like I've met a whole new circle of friends. I'll definitely be attending more events. They are so valuable.



**Natalie Louise Brown**  
Board Director, Banbury United FC

”

**More about the ASD**



# Making a difference

We work with global organisations to make a difference.



The USL consulted the ASD to provide leadership development for all Technical Leaders, Sporting Directors, Head Coaches and Owners concerning the successful implementation of the Sporting Director role.



Abex Futebol supports Sporting Directors in Brazil. We partnered to commit to education and collaboration it also continues to encourage the development of those working in the profession and provide strategic opportunities between its members and those of the ASD.



Korea Football Association consulted the ASD to enhance the structure and delivery of their Diploma for Technical Leaders. The ASD also provided a four-day workshop for 40 Technical Leaders in Korea and presented key lessons from our members to over 200 Korean coaches. All of the content was focused on leadership, governance, recruitment and talent identification.



Fußball Scouting Verband approached the ASD to help with the conception and development of their organisation. We provided leadership and organisational learning insights, alongside developing a shared strategy for long-term collaboration for our respective members.



## Making a difference

We are trusted by global partners who add-value to everything we do and deliver for our members

ahead  
in sport

clubdna  
INTELLIGENT CONTRACT MANAGEMENT

ELEVATE  
TALENT

EYEBALL

GEMINI SPORTS

hudl

MIMENTOR

SKILLCORNER

TEAMWORKS

TRAITS insights

## Contact us

Contact us to discuss your journey with the Association of Sporting Directors, whether for our Performance Advisory services, or for our ASD Leadership Institute.



**Dr Daniel Parnell, CEO, ASD**

[daniel@associationofsportingdirectors.com](mailto:daniel@associationofsportingdirectors.com)

+44 (0)7538 500 348



**Alistair Milner, Managing Partner, Elite Sport**

[alistair.milner@oneelevate.com](mailto:alistair.milner@oneelevate.com)

+44 (0)7500 105 208