

Curriculum Vitae

Personalia

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Date and place of birth : 10 September 1969, Haarlem, The Netherlands
Marital status : Married, with 4 children (2002, 2004, 2006, 2009)
Nationality : Dutch
Company : Football Academy Development (FAD)
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Personal Profile

My core qualities are: analysing, flexibility, creative in problem solving, good organizational skills. My management style is characterized by commitment, giving responsibility, giving people trust, chances and time to develop. I have an eye for personal development and see transparency as important. I have extensive experience as head of youth in different countries and cultures. I thrive on developing new projects or lifting a project to the next level.



Work-experience

21-10-2015 – current

Founder, CEO & managing director FAD Consultancy
(FAD = Football Academy Development)

01-07-2023 – 30-6-2024

AFC Ajax Amsterdam

Head of the Ajax youth academy a.i.

Responsible for all technical staff, technical content, organizational and all the processes around the players and staff of the overall Ajax youth academy U8-U18 (boys).

Report to- and cooperate with the head of development and director of Football, cooperate and communicate with other coordinators/managers of other technical units and other departments.

01-07-2018 – 30-6-2024

Technical coördinator U19/U18 & U17

Responsible for all technical staff, technical content, organizational and all the processes around the players and staff of those two teams.

Report to head of youth, cooperate and communicate with other coordinators/managers of the other technical units and other departments.

01-07-2017 – 30-06-2018

Doublepass / FAD

Football consultant & project manager USSF USA

Project manager USSF USA Consultancy project for MLS and top non-MLS academies. Responsible for managing the process of both consulting teams and communicate with headquarter doublepass and USSF Soccer.

Responsible for creating a bluebook for consultancy processes and working forms.

Football consultant for collective consulting USSF project, club consultancy Flamengo, Rio de Janeiro in Brazil concerning the goalkeeping part and other projects as masterclass Denmark.

01-02-2016 – 31-12-2017

KNVB

01-10-2016 – 31-12-2017

KNVB

Project leader, designer, developer & lector UEFA/KNVB Academy Director PRO course (level 5)

Responsible for managing the whole process of redesigning and rewriting the Academy Director PRO course. During the course acting as course- and project leader. Responsible for managing the whole process during and in preparation for the Academy Director PRO course.

Personal learning coach/mentor for 4 students of the UEFA/KNVB Academy Director PRO course. Responsible for helping the students in their personal learning process.

01-07-2016 – 30-06-2017

KNVB

Assistant coach Dutch national U17 and U18 team

Responsible for all the set-pieces in training and matches and the goalkeepers training, scouting, analyzing, coaching in relation to the team. Head coach Kees van Wonderen.

01-12-2015 – 01-04-2016

KNVB / FAD

GK PRO course developer/designer & lector KNVB Academy

Responsible for rewriting and redesigning the Goalkeeper coach UEFA A (Goalkeeper PRO, level 4)

Advising the technical management about the content of the other Goalkeeper courses within the KNVB and acting as head tutor for the Goalkeeper coach UEFA A course.

01-02-2016 – 30-06-2016

KNVB / FAD

Coordination goalkeeper coaches Dutch national youth teams

Responsible for the coordination of the goalkeeper coaches of all the Dutch National youth teams U20-U14. This job contains organizing and leading meetings with all goalkeeper coaches of the men and women national teams, advise about policies, evaluate and judging the performance of the goalkeeper coaches and goalkeepers of the National teams during the National team activities and reporting to the technical manager of the KNVB. Advise about new goalkeeper coaches to employ or renew current contracts of the goalkeeper coaches.

23-10-2011 – 26-11-2017 **Chinese Football Association (CFA)**

01-04-2012 – 26-11-2017 **CFA / FAD**

Instructor PRO course & refresher courses for CFA, concerning goalkeeping

Responsible for conducting 2 full days of Goalkeeping topic twice a year, with 4 blocks of theory and 4 blocks of practical.

13-02-2015 – 20-10-2015 **CFA**

Assistant coach & goalkeeper coach of China U16 national men's team

Responsible for assisting and helping the general youth director Jan Olde Riekerink during his task as head coach of the under 16 national team. We have scout, select and trained the team to perform. Besides the job of assistant to the head coach and youth director I was responsible for training and selecting the goalkeepers of the under 16 national team.

08-01-2014 – 12-02-2015 **CFA**

Scout & assistant general youth director

Responsible for assisting and helping the general youth director Jan Olde Riekerink during his task as head coach of the under 16 and under 19 national teams. We had to scout, built and train the teams. The final goal was performing at the Asian youth cup in 2016 and qualify for the World Cup.

01-09-2013 – 07-01-2014 **CFA**

Expert and advisor for CFA elite youth football development

Responsible for assisting and helping the general youth director Jan Olde Riekerink during his task as responsible person for the development of the Chinese youth soccer. Responsible to develop a vision on goalkeeper coaching, training and setting up a scouting network for goalkeepers in 5 main soccer cities.

01-11-2011 – 31-08-2013 **CFA**

Assistant coach of China U20 and assistant general youth director

Responsible for assisting and helping the general youth director Jan Olde Riekerink during his task as head coach of the under 20 team. The final goal was performing at the Asian youth cup in 2012 and qualify for the World Cup and Olympic games in Brazil 2016.

Responsible for assisting and helping the general youth director Jan Olde Riekerink during his task as responsible person for the development of the Chinese youth soccer in all the aspects. This means the recreational- as well as top sport development of youth soccer. The main accent is top sport development and setting up a scouting structure and the structure of the national youth teams.

Work-experience

01-07-1996 – 31-10-2011 **AFC Ajax**

01-01-2009 – 31-10-2011 **AFC Ajax**

Acting/deputy head of youth & youth coach

Responsible for the youth players (under 16, team B2), and I had the role/position as acting/deputy head of youth. In addition to coordinate seven youth teams from U14 (C2) to U23 and I was the contact person for Ajax strategic cooperation with other youth academies.

01-07-2004 – 31-12-2008 **HFC Haarlem (*posting by Ajax*)**

Head of youth HFC Haarlem (*posting by Ajax*)

Besides the position of Head of youth, I was trainer/coach with the young professional team of HFC Haarlem and assistant coach to the professional first team. In total, I led a team of 40 people, coaches, medical staff, scouting staff and support staff. With a small budget of € 100.000,- I transformed the youth academy in 4,5 years into a successful and efficient academy: 35 players made the step from HFC Haarlem to the Ajax academy, one of them being the national team player Gregory van der Wiel.

01-07-2007 – 31-12-2008 **HFC Haarlem (*posting by Ajax*)**

Assistant coach 1st team & Head coach U23 HFC Haarlem

01-07-2002 – 30-06-2004 **AFC Ajax**

Youth coach & coordinator

As youth coach responsible for players under 16 (B2) and coordinating 3 teams, under 15 (C1) to under 17 (B1).

20-05-2000 – 30-07-2001 **Ajax Cape Town (*posting by Ajax*)**

Head of youth, goalkeeper coach and assisting coach to the professional team of Ajax Cape Town

As the head of youth I managed 25 people, coaches, medical staff, scouting staff and support staff. With a budget of € 450.000,- I was responsible for the entire academy and the flow of youth players into first team and to Ajax Amsterdam. In Cape Town I have built the academy from scratch to an academy which was ahead of its time on the African continent. The efficiency of the organisation was very high. In a short period of time, many players made it to the first team of Ajax CT and the South African national squads.

1998 –2000 / 2001-2002

Head coach amateur team "Zaterdag 1" AFC Ajax

1996 –2000 / 2001-2002

Youth goalkeeper coach AFC Ajax

Responsible for the individual goalkeeper training of the whole Ajax youth academy and from U16 to U19 also responsible for integrating goalkeeper topics in conjunction with the team coaches, into the team training. Responsible for the goalkeeper scouting and coordinating the entire youth goalkeeper scouting program. During this period I built a network of goalkeeper scouts. In addition, I was goalkeeper scout for Ajax professional first team, both national and international.

2003-2003

Goalkeeper coach HFC Haarlem first professional team

Haarlem. (Head coach Leo van Veen)

2001-2001

Goalkeeper coach Dutch national team under-21

KNVB Zeist. (Head coach Andries Jonker)

Education and professional training

2023 – 2024

KNVB

UEFA/KNVB Manager for the professional football industry

The program provides insight about the professional football industry on board level and the cohesion between the different roles and stakeholders within a football club. During that course, I acquired new knowledge and skills about management processes, communication and leadership. Our final theses was about the steps to follow in the process of scouting, transfer dealmaking and the social and technical onboarding of a professional soccer player. We described and made visual, the roles and task of all the stakeholders.

2018 – 2019

KNVB

UEFA/KNVB Academy Director HO PRO course (level 5)

Worked out all the required assignments based on my working environment at AFC Ajax. Remco Oversier was my study coach during this 1year process. Graduated with maximum scores and produced a helpful reference work and synopsis for the Ajax youth-academy.

2019 – 2020

AFC Ajax

Internal education in leadership- and management skills by Leertouwer Van Dijck & U

The program provides insight about yourself as a leader, manager.
During the course, I acquired knowledge & skills about management processes, communication and leadership.

2010 – 2011

AFC Ajax

Internal education in coaching skills by BMC Consultancy and management

The program provides insight about talent development, periodization and communication. Part of the course was a 4-day seminar by sport, marketing and talent development agency IMG in Florida, USA.

2002 – 2003

KNVB

UEFA Pro Course, KNVB Academy, Zeist

Trainee:

- AFC Ajax first professional team, (Head coach Ronald Koeman)
- FC Barcelona first professional team, (Head coach Louis van Gaal)

During that course, I acquired new knowledge and skills about management processes, coaching/training, periodization, team coaching and game analysis. Marco van Basten was also attending the course. We joined together the trainee period and assignment at Ajax first team.

1999 – 2000

KNVB

Education to teach teachers, KNVB Academy, Zeist

1995 – 1997

CIOS

Education for sport teacher, CIOS, Overveen

Soccer specialisation UEFA A & sport management

Trainee:

- AFC Ajax U23 (Coach Gerard van der Lem).

1989 – 1995

ALO

Academy for Physical Education, Amsterdam

Education for PE teacher in the first degree, specialization sport management.

Player experience

1997 – 1997	Dutch national student team participation at World championship in Sicily. (Universiade)
1996 – 1998	VV Noordwijk, first team top amateur division. (1 st . div)
1995 – 1996	AFC Ajax first team, top amateur division. (1 st . div)
1994 – 1995	3 rd goalkeeper AFC Ajax first professional team.

References

Louis van Gaal (Retired national team coach, director, head coach), Frans Hoek (Goalkeeper specialist), Jan Olde Riekerink (Head coach Dewa United, Indonesia), Hans Westerhof (Retired coach & director), Rob Moore (FIFA agent), Kees van Wonderen (Head coach SC Heerenveen), Li Feiyu (CFA), Said Ouaali (Head of Mohammed VI Football academy Marocco), Jelle Goes (Head of Recruitment & development manager SC Feyenoord), Henk Mariman (Head of Football RSC Anderlecht), Remco Oversier (CEO, NAC Breda), Co Adriaanse (retired head coach & Ajax academy director), Berend Rubingh (Senior Management Consultant, RUG Lector, Back2Basics), Theo Hermsen, (PHD change management, business advisor, teacher KNVB level 4-5 management courses)

