

Danny F Hill

PhD, MSc, BSc

October 2026

I am currently an Assistant Professor of Finance at Providence College, specialising in sport business and the Founder and Director of Virsolus Limited, a sport valuation consultancy. My research spans valuation and applied corporate finance. I have four connected strands: valuation theory and methodology; investor and transaction behaviour; human capital valuation; and financial sustainability and institutional constraints. I use sport extensively as an empirical setting because it provides unusually observable examples of intangible assets, human capital, heterogeneous ownership and financial constraints.

Education

2021- 2024 Doctor of Philosophy – Loughborough University

My research focused on developing a new valuation methodology for football players based on their playing data with my thesis title ‘The market value of football players: A new methodology’. My thesis developed a new two-factor model that uses composite variables to capture the identified drivers of value. The research was conclusive and highly statistically accurate. My supervisors were Professor James Skinner, Dean of the Business School at the University of Newcastle, Australia, and Professor Anna Grosman, Director of Innovation and Enterprise at Loughborough University, London.

2017- 2018 Master of Science in Finance (Finance and Management) – University of Kent

2009- 2010 Bachelor of Science in Sport and Exercise Science – Canterbury Christ Church University

2007- 2009 HND in Sports Science – University of Greenwich (Awarded with Commendations)

Employment History – Academic

2025 – Assistant Professor of Finance specialising in Sport Business – Providence College, Rhode Island

Started in August 2025, leading Sports Finance for the Master's in Sports Administration course and MBA students, and teaching Statistics for Business Decisions and Managerial Finance I. My approved research agenda will focus on valuation and applied finance research in the sports industry.

2026 – External Master's Dissertation Supervisor, Institute for Sport Business – Loughborough University

I was appointed as a domain expert in quantitative finance and sports analytics, serving as an external supervisor for Master's student dissertation projects.

2023 – 2025 – Lecturer – UCFB, London

I led the Sport Finance and Data Analytics module. I also taught research and quantitative methods to master's students and supervised postgraduate and undergraduate dissertations.

2021 – 2023 – Research Associate, Institute for Sport Business and Research Assistant, Data Lab – Loughborough University, London

I served as a Research Associate for the Sports Analytics Data Lab, contributing to various collaborative projects. Projects included a data audit and infrastructure recommendations for a National League (now Football League) club; a novel data modelling application for an MCO in collaboration with master's students; and a project for a football AI company to develop conceptual models of football player data. I also served as a master's guest lecturer in Business Analytics and Statistics, teaching Corporate Finance and valuation techniques, and tutoring the Research Methods module.

Employment History – Business

2023 – Director of Virsolus Limited – London

Director at Virsolus, sports finance and valuation consultancy.

2011 – 2022 – WRH Car Sales, Bexley, London

Owner-operator of a used car sales family business that began in 1970 and ceased trading in January 2022.

Employment History - Football

2017 – 2020 – Scouting Freelance/Consulting

Freelance consultative work for various clubs, including:
Bradford City 2017-2018 – opposition and player analysis
Wrexham AFC 2019-2020 – opposition and player analysis

2014 – 2017 – Opposition Analyst at Stoke City Football Club

Carried out opposition match analysis on upcoming opponents. Carried out player analysis of U21 players competing, ranging from Premier League Development Squads and the Football League. Carried out nationwide and European assignments. Resigned in June 2017 to undertake my master's degree.

2013 – 2014 – Opposition and Player Analyst at Wigan Athletic Football Club

Carried out opposition match analysis on upcoming opponents. Carried out player analysis of players competing, ranging from Premier League Development Squads and the Football League. Carried out nationwide and European assignments. Resigned in June 2014 to undertake the job with Stoke City.

2011 – 2013 – Opposition at Scout7

Carried out opposition match analysis for various clubs' opponents.
The leagues covered were often the National League South (Football League 1). Resigned in June 2013 to undertake the job with Wigan Athletic.

Publications and Presentations

Peer-Reviewed Journal Articles, Chapters and Books

Hill, D.F. (2026). Valuation Methods. Book Chapter for *The Oxford Handbook of Corporate Finance*. Edited by Grosman, A., Wood, G., & Johan, S. <https://doi.org/10.1093/9780198935384.003.0011>

Hill, D. F., Skinner, J., & Grosman, A. (2026). A review of football player metrics and valuation methods: A typological framework of football player valuations. *Managing Sport and Leisure*, 31(5), 966–989.
<https://doi.org/10.1080/23750472.2025.2459727>

Academic and Professional Conference Presentations

October 2026 – “Are All Transactions Comparable? Institutional Investor Heterogeneity and Transaction Pricing in International Sport.” *Academy of International Business – North East US Chapter Conference* – **Paper Presentation**.

August 2026 – “Sports Valuations: Expanding the Practitioners’ Toolkit.” *National Association of Certified Valuators and Analysts (NACVA)* – **Interviewee and Session Delivery** on tools for valuation professionals.

August 2026 – “Theories, Methods and Measures in International Finance: What Scholars Need to Rethink.” *Academy of Management, Philadelphia Conference* - **Panellist** specialising in valuation methods.

July 2026 – “New Trends in International Corporate Finance: Theory, Measurement and Evidence.” *Academy of International Business, Manchester Conference - International Finance, Accounting, and Corporate Governance Track*. **Panellist** specialising in valuation methods.

Presentations and Professional Articles

Hill, D. F. & Skinner, J. (2026). “Stripped titles? Compensating rivals? How the Manchester City cheating scandal could play out” *The Conversation* <https://doi.org/10.64628/AA.6pswkw7u>

Hill, D. F. (2026). “Celtic and when does financial prudence become sporting underinvestment”. *CityAM* <https://www.cityam.com/celtic-and-when-does-financial-prudence-become-sporting-underinvestment/>

Hill, D. F. (2026). “Are financial rules fuelling the Premier League’s record transfer spending?”. *CityAM* <https://www.cityam.com/are-financial-rules-fuelling-the-premier-leagues-record-transfer-spending/>

Hill, D. F. (2026). “Sports Valuation: Expanding the Practitioners’ Toolkit.” *National Association of Certified Valuators and Analysts, QuickRead* <https://quickreadbuzz.com/2026/07/08/bv-danny-hill-sports-valuation-expanding-the-practitioners-toolkit/>

Hill, D. F. & Skinner, J. (2026). “Cricket and soccer are Australian sporting giants. How can they be struggling financially?” *The Conversation*. <https://doi.org/10.64628/AA.hhfwsvap6>

Hill, D. F. & Skinner, J. (2026). "From VRIO to Value: A Structured Framework for Embedding Intangible Assets in Discounted Cash Flow Models." *The Valuer, A BVIUK Publication*. <https://www.thevaluer.org/horizon2>

Hill, D. F. (2026). "Sport as an Alternative Asset Class", Reading Online Sports Economics Seminar Series (ROSES) <https://www.youtube.com/watch?v=grG3PULcxSE>

Hill, D. F. & Skinner, J. (2025). "How England's Premier League is trying to stop football's financial arms race – without a salary cap." *The Conversation*. <https://doi.org/10.64628/AA.57vrcmjg6>

Hill, D. F. (2025). "Exploring Sports Valuations." *The Valuer, A BVIUK Publication*. <https://www.thevaluer.org/flow2>

Hill, D. F. (2024). "How to Value a Football Player", Reading Online Sports Economics Seminar Series (ROSES) <https://www.youtube.com/watch?v=EZYGnQtQF6I>

Articles, Books and Chapters in Press

Hill, D.F. & Skinner, J. (2027). *Sports Valuations: Analysing the Financial Value of Organisations, Teams, and Players*. Edward Elgar Publishing

Hill, D.F. & Skinner, J. (2027). Soft Budget Constraints as valuation distortions in professional team sport. Book chapter for "Financial Mismanagement and the Soft Budget Constraint" as part of the Elgar book series 'New Horizons in the Economics of Sport'

Articles in Progress and Published Working Papers

Hill, D. F. (2026) "Sport as an Alternative Asset Class: Evidence from Publicly Listed Sports Companies". *Submitted to JAI*

Hill, D. F., Skinner, J., & Grosman, A. (2026). "Redefining the Prime: Evidence from English Professional Football and a Model for Age-Factored Decision-Making."

Hill, D. F., Skinner, J., & Grosman, A. (-). "Measuring Performance in Football: A PLS-SEM Approach."

Hill, D. F., Skinner, J., & Grosman, A. (-). "The Coefficient Model and Market Valuation Methodology."

Hill, D.F. (-). "Sports Valuation Under Structural Constraint: Fair Market Value in Litigation."

Hill, D. F., Skinner, J. (-) "From VRIO to Value: A Structured Framework for Embedding Intangible Assets in Discounted Cash Flow Models"

Skinner, J., Hill, D. F., Smith, A.C.T, Gibson, A (-) "Private Equity and Sport Investment: Cross-Border Acquisition" Strategies *Submitted to ESMQ*

Hill, D.F. (-). "Beyond Willingness to Pay: Value, Rationality, and the Purpose of Ownership"

Hill, D. F., Skinner, J., Smith, A.C.T., Gibson, A. (-). "Are All Transactions Comparable? Institutional Investor Heterogeneity and Transaction Pricing in International Sport" *AIB-NE Conference Paper*

Book in Progress

Hill, D. F., Skinner, J., Wilson, R. (-) *Understanding Sport Finance: A finance-First Approach to Sport*. Edward Elgar Publishing

Thesis

Hill, D.F. (2025). The market value of football players: A new methodology. Loughborough University. Thesis. <https://doi.org/10.26174/thesis.lboro.28677182.v1>

Reviewer Journals

Journal of Sports Economics

Managing Sport and Leisure

International Journal of Performance Analysis in Sport

Teaching

2025-Present	Providence College School of Business – Sport Finance – UG, PG, MBA
2025-Present	Providence College School of Business – Financial Management in Sport – PG
2025-Present	Providence College School of Business – Statistics for Decision Making – UG
2025-Present	Providence College School of Business – Managerial Finance I – UG
2023-2025	UCFB – Module Leader for Introduction to Sport Finance – UG
2024-2025	UCFB – Module Leader for Data Analytics – UG
2024-2025	UCFB – Co-Lead for Professional Project – PG

Guest Lecturing & External Supervision

April 2026 – September 2026 – Master's Dissertation External Supervision, specialising in data analytics and modelling in sports – *Loughborough University, London*

December 2025 – Time-Varying Betas in the Sports Equity Market: A Multi-Model Analysis. Academic Chat – *UCFB, UK*

June 2025 - A Practical Guide to Launching Your Research-Based Consultancy – PhD students – *Loughborough University, London*

March 2024 – Valuation in Sports – Master's students Corporate Finance Module – *Loughborough University, London*

March 2023 – Valuation in Sports – Master's students Corporate Finance Module – *Loughborough University, London*

Honours, Awards and Memberships

April 2026 – Inducted into *Beta Gamma Sigma* Faculty Honour Society

CPD and Conference Visits

October 2026 – Academy of International Business: North East US Chapter – *Boston, USA*

August 2026 – Academy of Management – *Philadelphia, PA, USA*.

July 2026 – Academy of International Business – *Manchester University and Manchester Metropolitan University, Manchester, UK*.

July 2025 – Certificate in Business Valuation - *ACCA*

June 2025 – Negotiating Commercial Rights Deals in Sport – *Law in Sport* delivered by David Murray

April 2025 – The Future of Football and Finance – *ICAEW* - Kieran Maguire, Jonathan Brown, Senior Managing Director - Risk, Forensics & Compliance, Ankura Consulting (Europe) Limited and Dame Caroline Dinenage DBE MP, Member of Parliament for Gosport

February 2025 – Football, Finance and Analytics Conference – *Oldham Athletic and University of Reading, Oldham, UK*

May 2024 – 3rd Reading Football Economics Conference – *University of Reading, UK*

May 2024 – Sport Washing Symposium – *Loughborough University, London, UK*.

May 2024 – Navigating the global payment landscape: Cryptocurrencies, stablecoins and CBDCs. – *Loughborough University, London, UK*.

September 2022 – Statsbomb Conference – *Statsbomb at Wembley Stadium, London, UK*.

March 2020 – Investment Foundation Certificate – *CFA*

January 2018 – Bloomberg Market Concepts - *Bloomberg*