



# MARK ROBERTSON

## PROFESSIONAL FOOTBALL SCOUT, MANAGER & COACH

EXPERIENCED IN SCOUTING, RECRUITMENT & PLAYER IDENTIFICATION

3 Hazelmere Gardens Sale,  
Manchester M33 2AH

T: +44 (0) 7922 742 260

LinkedIn: [Mark Robertson / Power Profiles Australia](#)

E: [mark.w.robertson@outlook.com](mailto:mark.w.robertson@outlook.com)

A dynamic and forward thinking football professional Mark has made the successful transition from a 15 year playing career in England, Scotland and Australia to scouting, recruitment and player Identification, team management, player development and commercial success as the former First Team Manager / Technical Director of Hakoah Sydney East FC and owner of Mr Soccer Australasia.

Possesses a proven record in scouting, recruitment and player Identification, the delivery of age appropriate coaching curriculums from grassroots to professional level and the ongoing development of a commercially successful business, effectively engaging with players and stakeholders at all levels while prioritising continuous innovation in line with the changing landscape of the modern game.

### FOOTBALL QUALIFICATIONS



- UEFA A Licence (Pending)
- UEFA B Licence (2012)
- UEFA C Licence (2011)
- FA Level 1 Talent Identification (2019)

- FA Level 2 Talent Identification (2019)
- FA Safeguarding Children Workshop Certificate (2018)
- UK Disclosure & Barring Service Registration (2018)
- Criminal Records Checks Registration (2018)

### HEADLINE SCOUTING & COACHING EXPERIENCE

Manchester City FC  
Independent Football Intermediary Advisor  
Hakoah Sydney City East FC  
Mr Soccer (Australia / Asia)  
The Scots College  
Maccabi Hakoah FC  
Australian Men's Football Team  
Maroubra United NSW

Scouting, Recruitment & Player Identification  
Scouting, Recruitment & Player Identification  
First Team Manager / Technical Director  
Director of Coaching  
First Team Head Coach  
Senior Coaching Director  
Head Coach - World Maccabiah Games  
Director of Coaching

2018 - Present  
2016 - 2017  
2010 - 2016  
2007 - 2016  
2014  
2013  
2013  
2010



### SCOUTING, RECRUITMENT & PLAYER IDENTIFICATION ROLES

Manchester City FC      Scouting, Recruitment & Player Identification      2018 - Present

- Talent identification and scouting across age groups U13-23 years old
- Scouts youth talent, not yet involved in the professional football leagues throughout Europe
- Scouts current professional football players performing within Europe
- Scouts Australian football players within the United Kingdom to submit information for sister club Melbourne City FC (Australia)
- Diverse reporting on specific club squads, teams and individuals for both home and away fixtures at each event
- Professional and very specific reporting on technical, tactical, physical and mental approach for each individual profile case study
- Utilises his football knowledge to offer advice for recruitment of players at all levels
- Examines video analysis in order to gain more knowledge of players from across Australia and Europe
- Collaborates with his professional network to help seek, evaluate and report on potential target players globally
- Efficiently plans and travels to football tournaments within the UK and Europe to scout for new and emerging talent
- Records individual expenses and efficiently invoices for fortnightly and monthly payrolls

Independent Football Intermediary Advisor      Scouting, Recruitment & Player Identification      2016 - 2017

- Global professional football consultant in the registered intermediary sector across the United Kingdom, Europe, Australia and Asia
- Contracted to identify, source and introduce new individual talented football players to professional football leagues
- Introduced experienced intermediary groups to collaborate and work together on individual player cases
- Manufactured and delivered player appraisals and analysis reports for current and previous clients within professional football
- Introduced his professional network to the global intermediary sector

## RECENT MANAGEMENT ROLE

### Hakoah Sydney City East FC

### First Team Manager / Technical Director

2010 - 2016

- Oversaw the club's entire football program from U9 through to the 1st team - from training, match performance and analysis; to player recruitment and youth development; to budget management and coach education
- Designed and delivered a coaching schedule structured to ensure players could compete in every fixture and peak at the right times
- Led specific coaching sessions to maximise the tactical awareness and match intelligence of each team and player within the club
- Managed the team on match day and made tactical shifts during the game to maximise the team's chance to win
- Coordinated the club's other functions including medical, sports science, analysis, scouting, recruitment, etc.
- Scouted players as and when necessary, assessing their value to the team in terms of their on field talent and off field attitude
- Ensured that finances were allocated intelligently across the players, coaching staff, transfers, sponsors and training / match facilities
- Contributed to the club's capacity to produce talented young players capable of excelling in the first team
- Professionally represented the club in any and all communications with the media and local community



### Key Achievements

- ✓ Left Hakoah with an overall win percentage of 62% in league and cup competitions while leading the club to three league titles and three promotions in four seasons
- ✓ Won promotion from the New South Wales Premier League 2 to the New South Wales Premier League 1 in 2015
- ✓ Named the 2015 League Coach of the Year for the second year in a row after winning back to back promotions
- ✓ Led the club to a 9th place finish in the Australian second tier after back to back promotions and with the lowest budget in the league
- ✓ Won the 2014 NSW State League Division 1 Premiership title, the season Grand Final and the Club Championship to seal promotion to the National Premier Leagues NSW 2
- ✓ Won the 2011 and 2012 NSW State League Division 2 titles, achieving promotion to the NSW State League Division 1 in 2012
- ✓ 2014 NSW State League Division 1 and 2011 NSW State League Division 2 Coach of the Year
- ✓ Qualified for the last 32 of the 2014 Australian Westfield FFA Cup and quarter-finals of the 2014 NSW Waratah Cup
- ✓ Runner-up in the 2013 NSW State League Division 1 Club Championship

## MR SOCCER

### Mr Soccer (Australia / Asia)

### Volkswagen Junior World Masters

### Volkswagen Junior Masters

### Travelling Roadshow Australia

### Asian Football Development Project

### Director of Coaching

### Director of Coaching

### Director of Coaching / Operations Manager

### Head Coach / Operations Manager

2007 - 2016

2013

2012

2012



- Built and grew the coaching program from the ground up after retiring from professional football early due to injury
- Established an innovative coaching curriculum for players aged 2 to 12 focused on specific development stages
- Directly led training sessions designed to improve technical skills, match intelligence and the participants' engagement with football and sport in general
- Set achievable yet challenging goals for individual players to aid their development, offering bespoke advice - in partnership with parents - on how they could continue to progress at home as well as nutritional advice to aid a healthy lifestyle
- Responsible for recruiting and managing nine full time and 15 part time coaches, as well as five full time head office staff who were responsible for company operations, marketing, accounts and administration
- Oversaw the training and session delivery of coaches to guarantee the required high coaching standards were maintained
- Accountable for designing over 1000 session plans to cater to both boys and girls of all ages and ability levels



### Key Achievements

- ✓ Brought in former international team mate and English Premier League player Lucas Neill as an ambassador for the business, redefining the coaching program using his experience and approach to the game
- ✓ Solely responsible for managing the Volkswagen Junior World Masters - interviewing and vetting each participating club; arranging flights, travel, accommodation, catering and entertainment for each club across Australia; creating training timetables and team specific training sessions; recruiting and managing all staff (medical, catering, club liaisons, referees, entertainment, special guests, etc.); and overseeing all equipment hire
- ✓ Solely responsible for planning, preparing and delivering the Volkswagen Junior Masters Travelling Roadshow Australia - interviewing and vetting a total of 80 U11 grassroots football clubs, each with 16 teams
- ✓ Worked closely with A-League club Sydney FC to enhance their marketing strategy for a specific match, raising awareness and delivering a skills clinic for children of all ages outside the Sydney Football Stadium on match day
- ✓ Partnered with the Asian Football Development Project to raise awareness for multi-cultural and under-privileged children in Australia, arranging travel and accommodation for two FIFA delegates attending the seminar
- ✓ Successfully delivered the Mr Soccer program to over 100,000 participants across Australia in 2013 and 2014
- ✓ Designed and delivered a highly quality coaching curriculum to private high school students aged between 11 and 17 from schools including The Scots College, Sydney Boys High, Waverly College and The Emanuel School
- ✓ Worked closely with Epilepsy Action Australia to manage a celebrity football challenge event - delivering a presentation on behalf of Mr Soccer to a selection of former Socceroos and other international footballers to encourage their participation; selecting and vetting the celebrity players; and planning the event in partnership with Epilepsy Action Australia (marketing, budget management, facilities, securing sponsorship, campaigning for support, etc.). The football challenge was an overwhelming success and raised over \$100,000 for the charity
- ✓ Mr Soccer regularly attended both the Sydney Children's Hospital to encourage patients to play and enjoy soccer in Australia, and local community charity and fundraising events, donating football programs as part of ongoing community support

## FITNESS QUALIFICATIONS

Fitness Australia	International Level 3 & 4: Fitness, Strength & Conditioning Coach	2008
	Qualified Personal Trainer	2008
	Qualified Strength & Conditioning Coach	2008
	Qualified Group Fitness Instructor	2008
Swim Australia	Level 1: Swim Instructor	2008

## PLAYING CAREER

Enjoyed a 15 year playing career spanning across clubs in England, Scotland, Australia and Hungary. Clubs included:

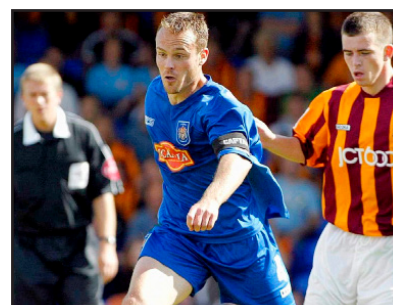
- Burnley FC
- St Johnstone FC
- FC Sopron
- Swindon Town FC
- Stockport County FC
- Sydney FC
- Dundee FC
- Perth Glory FC
- Sydney United 58 FC

### Key Achievements

- ✓ Won the historic 2000 NSL Grand Final and was runner-up in the 1999/00 Australian National Soccer League (NSL) Championship
- ✓ Won promotion from the English League One to the Championship with Burnley FC
- ✓ Reached the final of the 2002/03 Scottish Cup with Dundee FC
- ✓ Played in the UEFA Cup and UEFA Intertoto Cup with Dundee FC
- ✓ Moved to Burnley from semi-pro Australian side Marconi Stallions FC for \$300,00 and from Burnley to Swindon for \$150,000
- ✓ Won the 1995/96 National Soccer League Championship and the Minor Premiership title in 1995 with Marconi Stallions FC
- ✓ Reached the 1995 Australian NSL Grand Final with Marconi Stallions FC
- ✓ Named the All Australian Schools Soccer Player of the Year while playing in high school

### Representative Honours

- ✓ Called up to the Australian national team (the Socceroos) in 2001
- ✓ Represented the Olyroos in 1999 and the Young Socceroos in 1997
- ✓ Part of the U23 Australian national team squad leading into the 2000 Olympic Games
- ✓ Toured England, Tunisia and New Zealand with the Australian U23s
- ✓ Captained the Australian U20s on tours in Argentina, Chile and Uruguay
- ✓ Part of Australian U20 World Championship squads in Malaysia and Qatar
- ✓ Played in the U21 World Youth Club Championships in Viareggio, Italy
- ✓ Captained the Australian Schoolboys team for a tour in Malaysia
- ✓ Captained the NSW U20s (toured Korea)
- ✓ Part of the NSW U23 squad for a tour of South Korea
- ✓ Represented the Australian and NSW schoolboys





## PROFESSIONAL SKILL SET

**Scouting, Recruitment & Player Identification:** Is accomplished in identifying, sourcing and introducing new individual talented football players to professional football leagues across several countries globally while collaborating with his extensive professional network to help seek, evaluate and report on potential target players globally.

**Coaching:** Applies own experiences in the game as well as an understanding of its modern landscape to deliver coaching programs / curriculums that engage with players of all ages. Balances technical, tactical, physical and psychological development at senior level to produce players capable of excelling within competitive football, while adapting sessions to development stages at youth level.

**Leadership:** A natural leader with the charisma, diplomacy and professionalism to act as an effective figurehead of an organisation. Excels in motivating players, quickly recognising the best ways to maximise performances and potential, and is able to coordinate multiple different club / business functions behind a shared purpose.

**Communication:** Possesses the necessary communication and interpersonal skills to build relationships with a broad range of individuals; from players aged 2 and up, to high profile professionals, to senior commercial parties.

**Organisation & Planning:** Appreciates the importance that off field planning has on a coaching program, match schedule or large scale event, successfully prioritising tasks and delegating responsibilities to ensure smooth delivery at all times. Highly experienced in managing extensive travel, accommodation and facility arrangements.

**Commercial Awareness:** Having built a successful business from the ground up to now be a leading presence in Australia, has demonstrated the acumen to identify development opportunities and the financial responsibility to ensure long term sustainability.

## TESTIMONIAL



*"I have known Mark since we were together at Burnley Football Club when he was a young professional player in 1997. We have kept in touch regularly since then while he continued playing football back in Australia and the UK. I was delighted when Mark became one of our scouts working for the Youth Scouting and Recruitment department as I know his love for the game, professionalism, character and knowledge."*

*"As expected Marks reports are excellent, based on fact and his ability to see technical, tactical, physical and mental elements in players. Mark has quickly become an extremely popular member of our scouting team. His input in regional meetings and conferences shows a deep insight into how he sees players and his constant quest for additional knowledge and understanding of how the CFG works shows he has a fundamental grasp of business operations. I would be delighted to discuss Marks attributes further should you wish to do so either by email on [dean.ramsdale@cityfootball.com](mailto:dean.ramsdale@cityfootball.com) or by mobile on +44 7922586458."*

**Dean Ramsdale, Youth Recruitment, Manchester City FC**

*"I have known Mark Robertson for the last 6 years and have seen him develop from a former International professional football player, into an entrepreneur and top level coach with Hakoah Sydney City East FC, who compete in the New South Wales Premier League in Australia. He has been the technical director of this semi-professional club from 2010 and he has managed them to promotions over a total of 4 Divisions up to the highest level in New South Wales, all within a short space of time."*

*"However it is how he has excelled as a person, managing the youth and senior players across the club which separates him from your normal top level coaches. Marks ability to encourage, train, support and man manage every player at all different stages of their own development is a unique skill set. His ability to communicate with the steering committee and board members on all levels has played a major contributing factor in the football clubs trajectory and success over the past 6 years. On a personal level*

*I have watched Mark grow his family business into a well-recognised professional coaching industry that was responsible for developing up to 100,000 students per annum across Australia. Professionalism is what Mark prides himself on and each and every time I have seen him deal with any situation on a professional or personal level, he is very adequate in recognising a solution to the problem and making sure of the best possible outcome for everyone."*

*"While his relocation to the United Kingdom is a loss for our football community in Australia, I am sure he will be a major contributor for any football club or company he chooses to join in the future."*

**Steven Lowy AM, Co-CEO of Westfield Corporation & Chairman of Football Federation Australia**



Further references are available upon request from:

- **Ron Malek & Jon Marcuson:** Former Joint Chairmen of Maccabi Hakoah Sydney City East Football Club
- **Phillip Wolanski AM:** Owner of the Denwol Group