

PROFESSIONAL PROFILE



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FAI / UEFA Pro License

Summary

Brendan Place is a professional Sportsman, Manager and Coach, with a strong mix of skills and experiences required for both on and off the Football field. He is, in addition, an experienced businessman who understands the challenges of a commercial/marketing environment also: running his own company, managing people, finances and the interests of various client groups on a day-to-day basis.

He has followed a focused career path in Football that spans diverse roles on a professional, semi-professional and voluntary level. Raised in the game via schoolboy and amateur leagues from a young age, he went on to become a skilled and popular player with top teams in League of Ireland. He was attracted then by talent scouts to play with Gillingham FC, until a critical injury during a game cut short a very promising career as a professional player on the prized English Football scene.

Ever-willing and able to adopt for the love of the game, he has developed and proven leadership capability in all roles to date, acknowledged and respected by his peers for personal dedication, team commitment, integrity and professional determination to get the job done.

Place has well-developed interpersonal, motivational and sociable skills and qualities. He can boast a first rate Sports Psychology background, which means that he can carefully and methodically prepare team and staff, mentally as well as physically, for the job ahead. Has particular qualifications and experience in designing and customising training and player development programmes for all ages, both male and female, keen amateurs and professionals. Importantly, he has the ability to study performance with players, staff and management, carry out assessments, and then draw up customised plans that will inform and enhance output all round. Experienced in and regular use of DartFish Match/Video Analysis Programmes.

Well-researched and well-linked individual, with knowledge on the nature of local, regional, national and international Clubs he can set informed, realistic and achievable aims and objectives, as an integral member of any Management Team.

QUALIFICATIONS

2015	UEFA PRO LICENCE CPD (Valid to 2018)
2012 – Present	Diploma in Developing a Culture of Excellence - League Managers Association UK
2009-2011	UEFA Pro License
2009-2011	Sports Psychology Diploma - Kilroy College, Dublin
2007-2008	UEFA A License Level (refresher)
2004-2005	UEFA A License Level
2000-2001	Tutor Coach Education (Level 3) - Limerick University
1994-1995	Senior Coaching License, FAI
1992-1993	Intermediate Coaching License, FAI

MANAGER/HEAD COACH/OTHER COACHING EXPERIENCE

2015	Opposition / Match Player Analysis & Synopsis, Galway United
2013 - 2014	Interim Head Coach Bohemians FC 19s Eircom League
2012 - 2013	Head Coach of the DDSL Inter-League - Youth Development Squad
2012-2013	Head Coach of Home Farm FC - Elite 17s Team.
2011-2012	Head Coach of Crumlin United - U16 Team [<i>Treble Winners and Cup Finalist</i>])
2011-2012	Manager/Coach of Dublin City University [<i>Elite College Team</i>]
2008-2010	Manager of Athlone Town FC - League of Ireland Including 1st Team and U20s and U17s
2007-2008	Manager /Coach of Home Farm FC - Dublin Youth Development Role.
2005-2006	Player/Coach of Loughshinny Utd, [<i>Gilligan Cup Finalist</i>]
2004-2005	Academy Coach of Home Farm Schoolboys, Dublin
2004-2005	Ireland U19s International Team Coach - UEFA Tournament, Cyprus, [<i>Qualified to Elite Stage</i>]
2004-2005	Ireland U17s International Team Coach - Japan Tournament, [<i>Finished 3rd</i>]
2003-2004	Player/Coach/Manager of Malahide United - Senior Division (Non-league), [<i>Winners</i>]
1999-2002	Professional Senior Coach & Supervisor - FAI Soccer Academy, Clondalkin Sports & Leisure Centre, Dublin
1997-1998	Player/Coach of Bohemians FC [<i>Premier League</i>]
1996-1999	Professional Assistant Coach & Supervisor - LFAI School of Excellence. Leixlip Amenities Centre, Co. Kildare.
1994-1995	Assistant Coach of FAI Youth Academy - Stewarts Hospital Grounds, Palmerstown, Co. Dublin
1993-1994	Manager of St. Kevin's Boys FC Youth, Dublin - Premier League, [<i>Runners-up</i>]
1992-1993	Manager of Home Farm FC, Dublin - Leinster Senior League, [<i>Winners</i>]

PLAYER EXPERIENCE

2005-2006	Malahide Utd [<i>Non League / Winners</i>]
2001-2002	Monaghan Utd FC [<i>Premier League</i>]

1999-2000	(Loan) HomeFarm Fingal [Division 1]
1999-2000	Shelbourne FC [Premier League]
1998-1999	(Loan) Monaghan Utd FC [Division 1]
1998-1999	Bohemians FC [Premier League]
1996-1998	HomeFarm Everton FC [Premier League / LOI Sheild Winners]
1989-1991	Gillingham FC [English League Division 3]
1986-1989	Athlone Town FC [Premier League/1 ST Division Winners / LSC Cup]
1985-1986	Longford Town FC [Division 1]
1983-1985	HomeFarm FC [Premier League]
Pre-1983	HomeFarm [Schoolboys]

REFERENCES

Mr. Alan Walker, Head of Coaching at Kent FA.

Tel. 00447702631211 / 00441622791850. Email. alan.walker@kentfa.com

Mr. Maurice Price, Former Senior International Coach / Technical Director FAI

Tel. 00353851306673. Email. imp94@live.ie

Mr. Noel King, Ireland Under21 Manager/Coach

Tel. 00353870508452. Email. noelking@fai.ie

TESTIMONIALS

"Brendan Place worked with Galway United in the 2015 Season analysing and compiling Reports on the opposition that the club where due to play the following week. The reports received where extremely detailed and beneficial for our preparation for games over the course of the season. Brendan's football knowledge and experience allowed him to give us tactical options when facing our up coming opponents. Set pieces where very detailed also."

Tommy Dunne, Manager Galway United

"After working for the past few years with Brendan, exposure to excellence was one of the main reasons I decided to join his coaching staff. His philosophy to manage a team creates an environment where players are able to strive to achieve their individual goals and collectively as a team in a structured manner.

Being involved in any soccer clubs at any level, Brendan views his role in a progressive way to develop high performing teams throughout, from a detailed plan from the academy up to the first team, as he understands a complete vision is necessary to develop a soccer organization to success.

In addition, his leadership and his great understanding of football and of his role, demonstrated over the years his ability to guide his team to reach their full technical and tactical potential through an evolving road map with clear objectives to achieve. His attention to detail is quite remarkable; all angles are simply covered technically, tactically along with video to analyse your opponent in order to adjust strategy to optimize team performance for each game. Being extremely professional is embedded to Brendan's nature, his desire to improve and strive for the best as a coach transpires to his players.

Finally, at a personal level, working and exchanging openly during the training sessions/games with Brendan also helped me to enhance my knowledge and I was able to fully understand the complex role of a skilled manager in modern football."

Stephane Jauny, Setanta Africa

"As Club Observer, I was most impressed with the expertise of Brendan Place. The organisation of the Club's tournament trip to France fell mainly on his shoulders and was absolutely excellent in all aspects, even down to travel, accommodation and in particular leisure for the players was outstanding.

Brendan impressed me even more in the manner in which he managed the team during the tour. The players bought easily into his management style and gave him 100% effort both in training and match play. His enthusiasm was infectious and his coaching was excellent, as the results of the matches would indicate, particularly considering the team played 3 matches against excellent French teams in 3 days. Overall the Club was most impressed with the entire trip."

Fiachra Fonde, Home Farm FC

"We first came to know Brendan in his role as Head Coach at Home Farm FC U17s. Our son was rehabilitating after a long lay off due to injury. Brendan gave him the opportunity to join the squad mid-season even though not fully fit, and worked with him to effect his rehabilitation program. He adjusted training and game time to allow Fionn to progress to full fitness and contribute significantly to the team's success. Having been out of football for a number of years himself, Brendan was always mindful of the psychological hurdles to be overcome and he also provided support in this critical area.

Brendan always displayed a positive attitude and encouraged the players to do likewise. Any criticism was always constructive and indeed sought to encourage the players to provide their own solutions when things did not go according to plan. Brendan was excellent at recognising individual player weaknesses and working with individuals to improve their overall game. Although an attacking player, Fionn benefited hugely from the intensive defensive coaching that Brendan provided.

Brendan's passion for the game is unquestionable and his primary objective is to provide the environment and encouragement to ensure each individual player reaches their full potential."

Michael & Anne Reilly

(Fionn played with Drogheda FC U19 team 2013/14 season and is currently registered with Drogheda Utd FC Airtricity League team)