

★★ CERTIFICAÇÃO ★★
**EXECUTIVO
DE FUTEBOL**
2024

Categoria de Base – parte 1

JAVIER CARRILLO – ORLANDO CITY



future
academy

INTRO



Experience

- Orlando City SC Academy Director
- Former U17 Head Coach
- Former Weston FC Head Coach
- Former US Soccer National Team Scout



Education

- USSF A License
- EFCL Elite Formation Coaching License
- Master Business Admin – FAU

ORLANDO CITY SC ACADEMY PURPOSE



Identify Scouting

Recruitment



Talent
Identification



Develop Sport

Soccer



Performance



Goalkeeping



Data Analytics



Mental



Planning &
Logistics



Schooling



Well Being



Housing



Transportation



Player Care

Maximize

Integration

ROI

First Team



Player Sales



OCB



Medical

Legal

Facilities

Team
Operations

Equipment

HR

Finance

IT

Social Media

Internal Partner Departments

ORLANDO CITY SC ACADEMY SWOT ANALYSIS

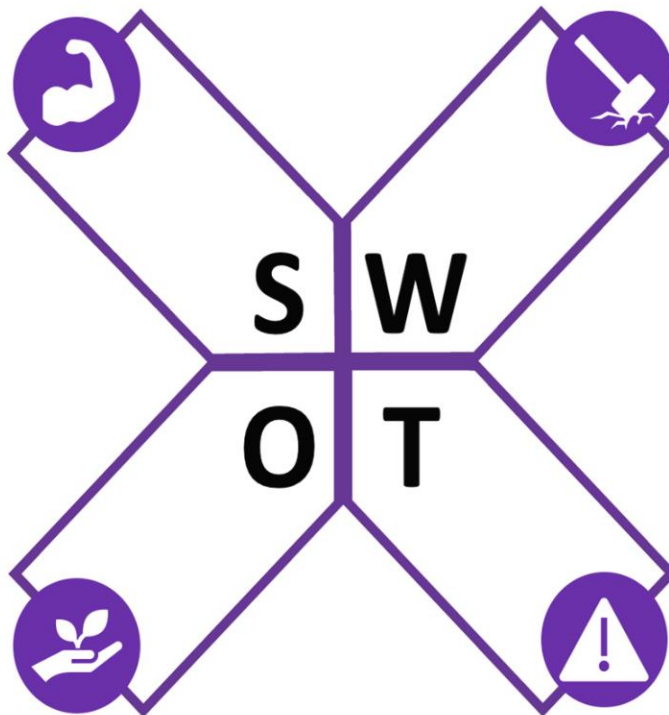


STRENGTHS

1. Development Pathway to First Team
2. Competition Platform
3. Strong Relationships with local clubs
4. Player Environment and Culture
5. Staff Support
6. College Placement

OPPORTUNITIES

1. Increased Scouting Reach
2. Residency/Host Family Program
3. Development of Staff
4. Methodology
5. Organizational Buy In



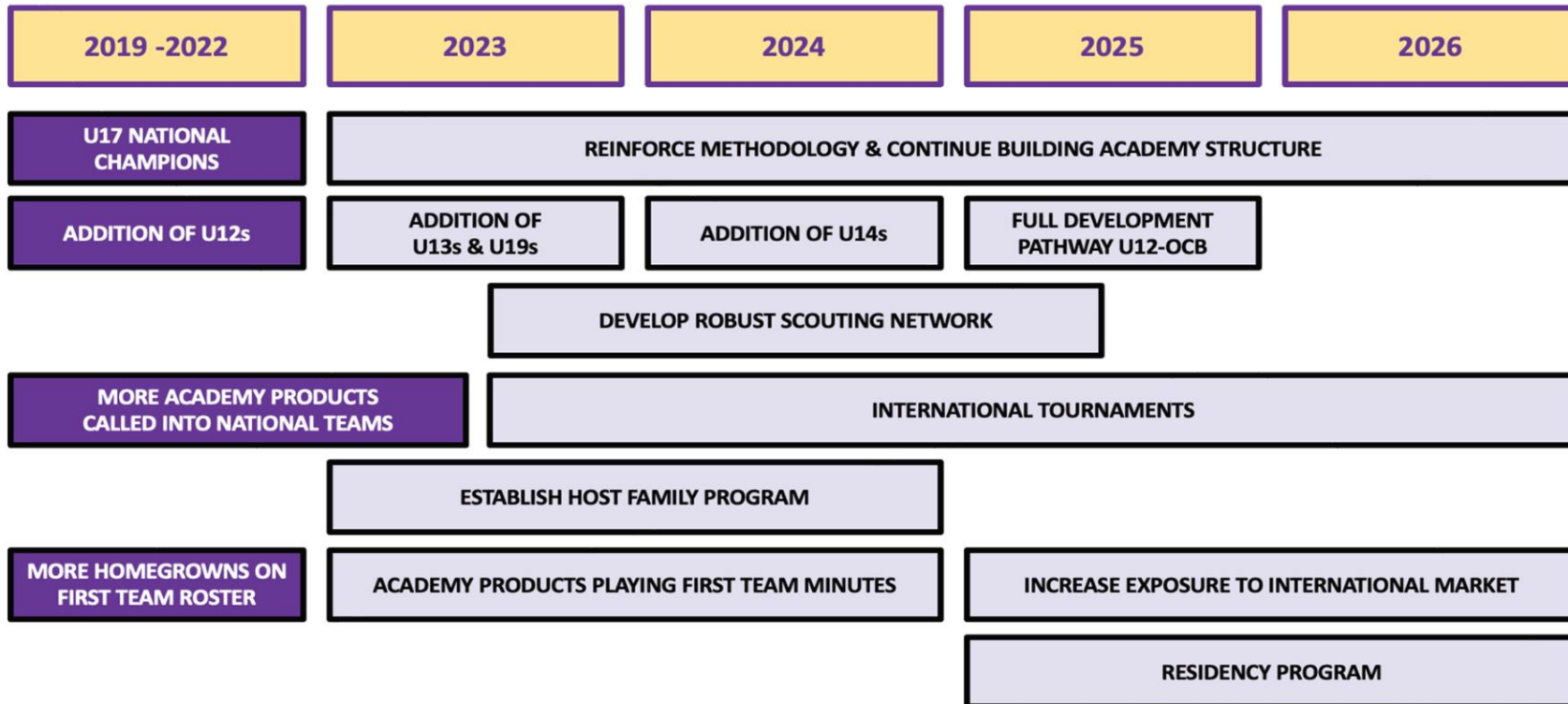
WEAKNESSES

1. Size and Diversity of Player Pool
2. Lack of Control in Development at Younger Ages
3. Competitive Salary Matching
4. Facilities/Fields
5. Proximity of Competitive Competition
6. Resources for Nutrition

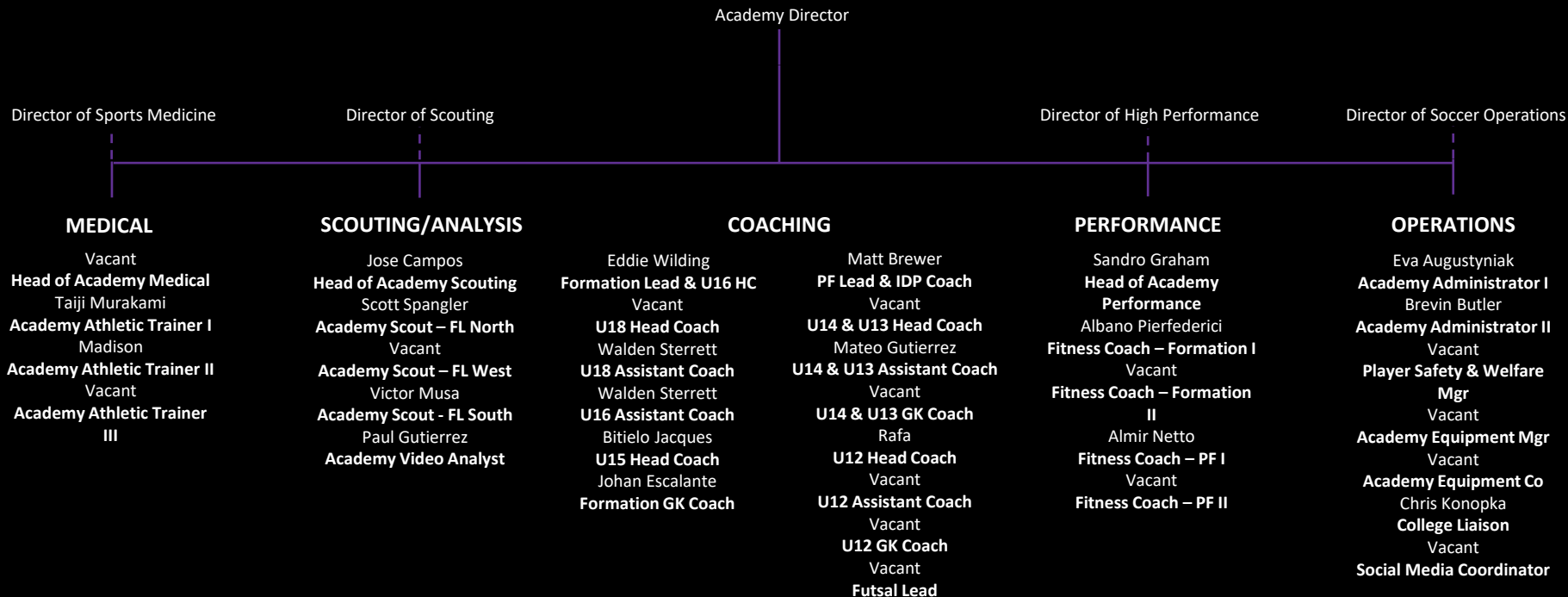
THREATS

1. College Pathway
2. School Support System
3. Other MLS Clubs Scouting in our Territory
4. Agents
5. Other Clubs Social Media Presence

ORLANDO CITY SC ACADEMY OBJECTIVES



ORLANDO CITY SC ACADEMY ORG CHART



ORLANDO CITY SC ACADEMY PILLARS



SCOUTING

Early identification
of high potential
players in our
network.

METHODOLOGY

Methodology is
the core of
collective &
individual
development.

COMPETITION

Exposing players
to the best
competition in the
US and abroad.

PATHWAY

A clear pathway
ensures
homegrown talent
has First Team
impact.



SCOUTING: UNDERSTAND THE MARKET



FLORIDA POPULATION

- Florida has an estimated population of 21,538,000 as of July 2021
- 77% white, with 26% Hispanic, quarter of the population has Hispanic background or ethnicity which is a factor in our soccer club and culture
- 400,000 population in Orlando Area
- Median household income is \$55,000 with average individual income \$34,000



SCOUTING: UNDERSTAND THE COMPETITION



SCOUTING: PLAYER PROFILE



POSITIONAL PROFILE - #4/5 - CENTER BACKS

NEEDS

- 1v1 DEFENDING DUELS
- BRAVE
- LEADERSHIP
- ABILITY TO DEFEND SPACE (SPEED)
- CLEAR COMMUNICATION
- STRONG IN AERIAL DUELS
- TECHNICALLY EFFICIENT



WANTS

- PREFERRED FOOT DOMINANT
- ABILITY TO BREAK LINES THRU PASSING & DRIBBLING
- RANGE OF PASSING
- HEIGHT

PLAYER BENCHMARK

WORLD CLASS:
 VIRGIL VAN DIJK

MLS:
 ROBIN JANSSON

ACADEMY:
 THOMAS WILLIAMS (2004)



IN POSSESSION

BUILDING PHASE

- PROVIDE SUPPORT
- ABLE TO PASS AND RECEIVE UNDER PRESSURE
- READ & ADJUST TO OPPONENT'S PRESSURE – FIND SPACE + GAPS
- ABILITY TO BREAK LINES BY PASSING OVER, THRU OR AROUND PRESSING BLOCK (BOTH FEET) OR DRIBBLING

UNBALANCE / FINISHING PHASE

- DIRECT TEAMMATES TO STEP UP AND BE READY TO PREVENT
- PROVIDE SUPPORT FROM BEHIND
- ABILITY TO BREAK LINES BY PASSING OVER, THRU OR AROUND PRESSING BLOCK (BOTH FEET) OR DRIBBLING

OUT OF POSSESSION

BUILDING PHASE

- DIRECT TEAMMATES TO STEP UP, HOLD THE LINE, SHIFT, BE COMPACT AND MARK OPPONENT
- 1v1 DEFENDING
- ANTICIPATE AND INTERVENE
- ANTICIPATE THE DEPTH
- POSITION AND RE-POSITION IN RELATION TO THE BALL AND LINE
- AERIAL DUELS
- ZONAL MARKING

UNBALANCE / FINISHING PHASE

- 1v1 DEFENDING
- BLOCK SHOTS
- CLEARANCES (FOOT/HEAD)
- DON'T LOSE SIGHT OF OPPONENT
- AERIAL DUELS
- MAN MARKING

TRANSITION

ATTACKING - DEFENDING

- SUPPORT FROM BEHIND FOR PASS BACK
- ANTICIPATE AND INTERVENE
- COUNTER-PRESS
- TRACK YOUR RUNNER
- ANTICIPATE THE DEPTH

DEFENDING - ATTACKING

- DIRECT TEAMMATES TO STEP UP
- PLAY OUT OF PRESSURE
- STAY CONNECTED WITH LINES
- UNDERSTAND THE MOMENT AND PHASE OF THE GAME TO PENETRATE OR MAINTAIN POSSESSION

METHODOLOGY: COLLECTIVE & INDIVIDUAL



INDIVIDUAL DEVELOPMENT PROGRAM

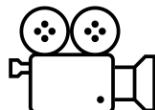
SOCCER



PERFORMANCE



DATA
ANALYTICS



MENTAL



NUTRITION



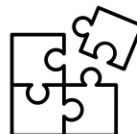
SCHOOLING



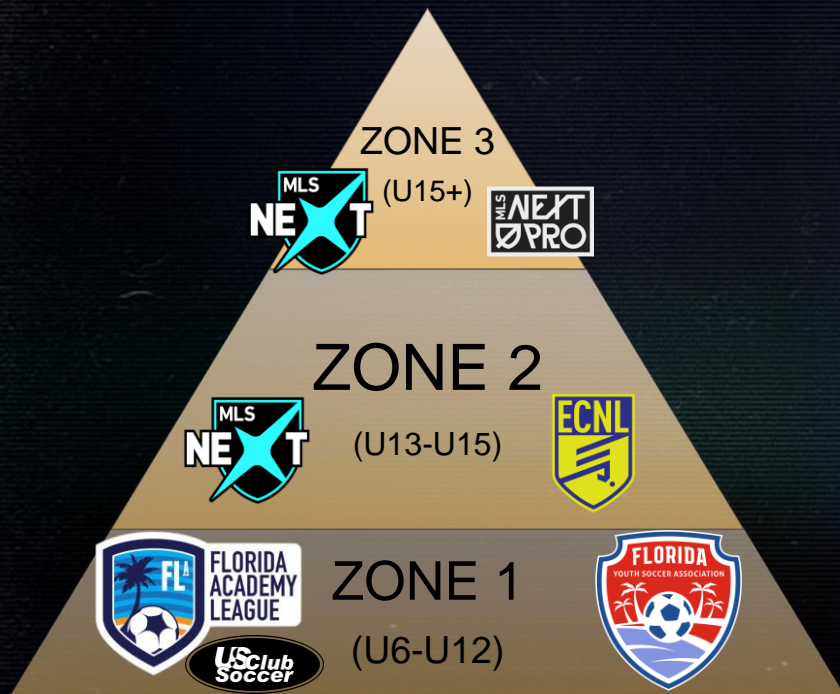
HOUSING



WELL-BEING



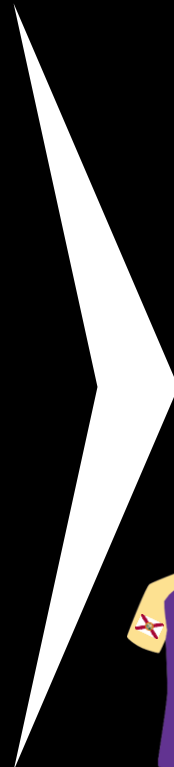
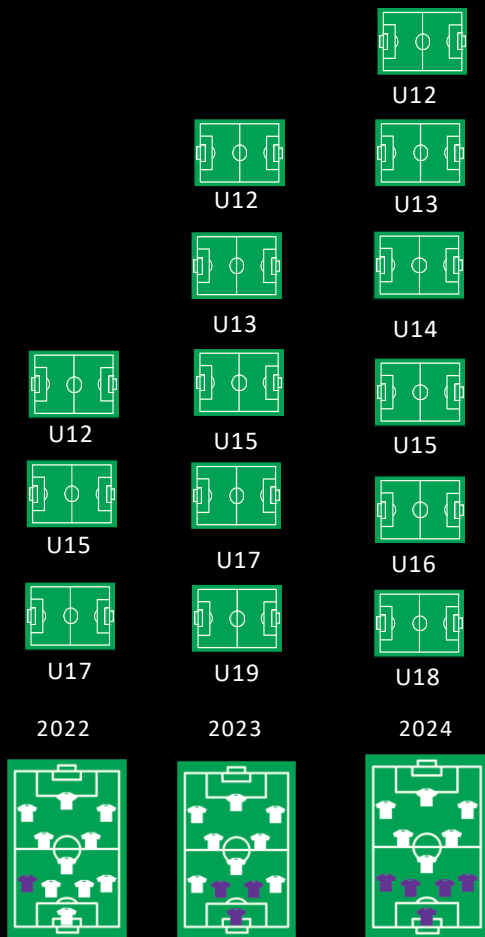
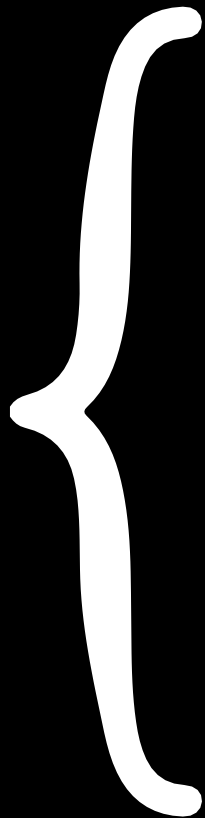
COMPETITION: LOCALLY AND NATIONALLY



PATHWAY: ACADEMY GROWTH



Total Budget
Academy Co



Aim to Achieve Financial
Sustainability

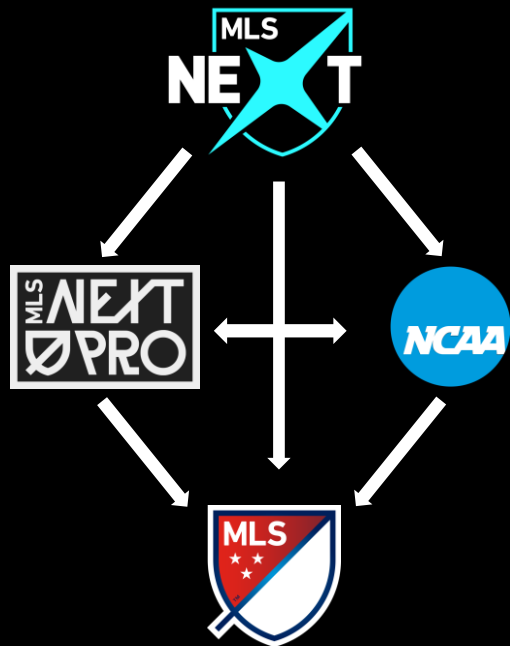


Homegrown Players Making an Impact in First
Team Roster

PAHTWAY: COLLEGE & PRO



PATHWAYS BEYOND MLS ACADEMY



CURRENT COLLEGES WITH ACADEMY PRODUCTS



PATHWAY: **WHAT SUCCESS LOOKS LIKE**



**MICHAEL
HALLIDAY**



**THOMAS
WILLIAMS**



**ALEX
FREEMAN**



**FAVIAN
LOYOLA**



**ALEJANDRO
GRANADOS**



OBRIGADO!



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