

Danish Football Conference



Scouting methodology in Real Valladolid C.F.



IVAN PACHU MARTINEZ
Real Valladolid First Team Scout

Pachu Martinez

- Former football player (Spain, Norway & Iceland)
- Sports Management Bachelor - UCN
- UEFA A Licensed coach
- Licensed Sports Director
- Spanish, English & Norwegian
- Master in Big Data applied to sport
- Journalism
- Currently Real Valladolid Scout

Nombre completo: **Iván Martínez Gutiérrez**

Fecha de nacimiento: **19/02/1988**

Lugar de nacimiento: **Elche** 

Edad: **32**

Altura: **1,77 m**

Nacionalidad: **España** 

Posición: **Delantero - Mediapunta**

Pie: **derecho**

Club actual:  **Retirado**

Fichado: **01/07/2019**

Contrato hasta: **-**

Proveedor: **adidas**

Posición en detalle

Posición principal : **Mediapunta**

Posición secundaria: **Extremo izquierdo**
Extremo derecho



Evolución del valor de mercado

Valor de mercado actual: **-**

Última revisión: **10/10/2018**

Valor más alto: **25 miles €**
01/01/2017



[Ver página de valores detallados »](#)

HISTORIAL DE FICHAJES

Temporada	Dato	Último club	Nuevo club	Valor	Coste
19/20	01/07/2019	 Elche Ilicitano	 Retirado	-	- >
18/19	31/01/2019	 Sin equipo	 Elche Ilicitano	-	? >
18/19	01/10/2018	 Selfoss	 Sin equipo	25 miles €	- >
15/16	16/02/2016	 FK Gjovik-Lyn	 Selfoss	-	? >
13/14	01/01/2014	 Valdres FK	 FK Gjovik-Lyn	-	36 miles € >
11/12	30/01/2012	 Novelda CF	 Valdres FK	-	? >
11/12	01/07/2011	 Crevillente	 Novelda CF	-	? >
10/11	01/12/2010	 Ontinyent CF	 Crevillente	-	? >



Why Scouting is important for Real Valladolid?

- Owner with football background
- Sports director - 15 years in Sevilla FC
- Potential big source of income
- Knowing what performance to expect
- Provide the right tools for the coach
- Find low prizes for the searched performance
- Allows the club to enlarge their possibilities
- Big data department attached to Sports director



Ronaldo Nazario (Owner) & Miguel Angel Gomez (Sports director)

Identifying markets

Main Markets

La Liga
Segunda
Copa del Rey

- Main attention to ending contract players
- Bigger team players with few minutes
- Outstanding players in Segunda
- Know the competition (Tempo, opponents...etc)
- Fast adapting
- No language issues
- Easier to get personal information

Competitions A

Ligue1/2, Serie A/B, Bundesliga, Portugal, PL*, Europa League

- Main attention to ending contract players
- Only Premier League clubs with risk of relegation
- Great to evaluate players in a high level
- Important to know the economical situation
- Discussing names
- Close level of performance to LaLiga
- Language and cultural issues

Competitions B

Secondary leagues in Europe (Escandinavia..etc), South America, Youth tournaments

- More accessible to pay fees
- Easier to find international players
- Players get attracted - Better league/Better salaries
- More chances to increase the value of the player
- Language issues* and cultural issues
- Evaluating the player in a secondary level
- Big step to LaLiga
- Interesting players are usually young than Competitions A

Competitions C

Pinatar Arena, U17 World Cup, Lower leagues, Segunda B

- Players of the future
- Good to have them in the database. In the near future in Competitions A/B
- Know the players before competitions
- Young players for the second team
- Second team players of big clubs
- Agents offerings

Approach and timing

Phase 1

September to December

- General scouting - No focus on individual players
- Identify who are the potential and interesting targets
- Best 11's
- Be sure that every interesting player has updated reports

Phase 2

January to May

- Netto scouting - Focus on individuals
- Targets have been selected
- Tracking selected players
- Mixing between scouts to have different opinions
- Out of the pitch info

Competitions B

May to August

- Attention to agents offerings
- Individual reports
- Support Sports Director with fast but accurate work
- Market opportunities
- Up to Sports Director, Coach and the Owner with all the info we have accumulated

My tasks

- Based in Elche
- Live football in the area (Main markets and Competitions C)
- Footage of Scandinavian leagues (Denmark, Norway and Sweden - Occasionally travelling)
- Croatia & Serbia in the breaks (Competitions B)
- Pinatar Arena youth national teams games
- Tracking potential targets and update reports of them



Q&A

Thanks!

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REAL VALLADOLID

C L U B D E F Ú T B O L

