Iceland Football Federation
High Performance Workflows

Introduction

There's never been a more exciting time to be involved with professional sport.

Over the last decade we've experienced a growing openness from leaders and practitioners alike to reflect on strategy and challenges, in search of a balance between competitive advantage and shared opportunities. In many countries and sports the global pandemic we've all been living through has accelerated this desire and need for collaboration.

Hudl was founded in 2006 and since then has been supporting elite sports organisations to create High Performance Workflows that blend the best of people, processes and technologies - enabling efficiency and better informed decision making, all aimed at sustained success.

As an underpinning business principle, Hudl has invested heavily in building a team of industry experts. Our teams work on the front lines to support and educate customers, building true long term partnerships in many cases.
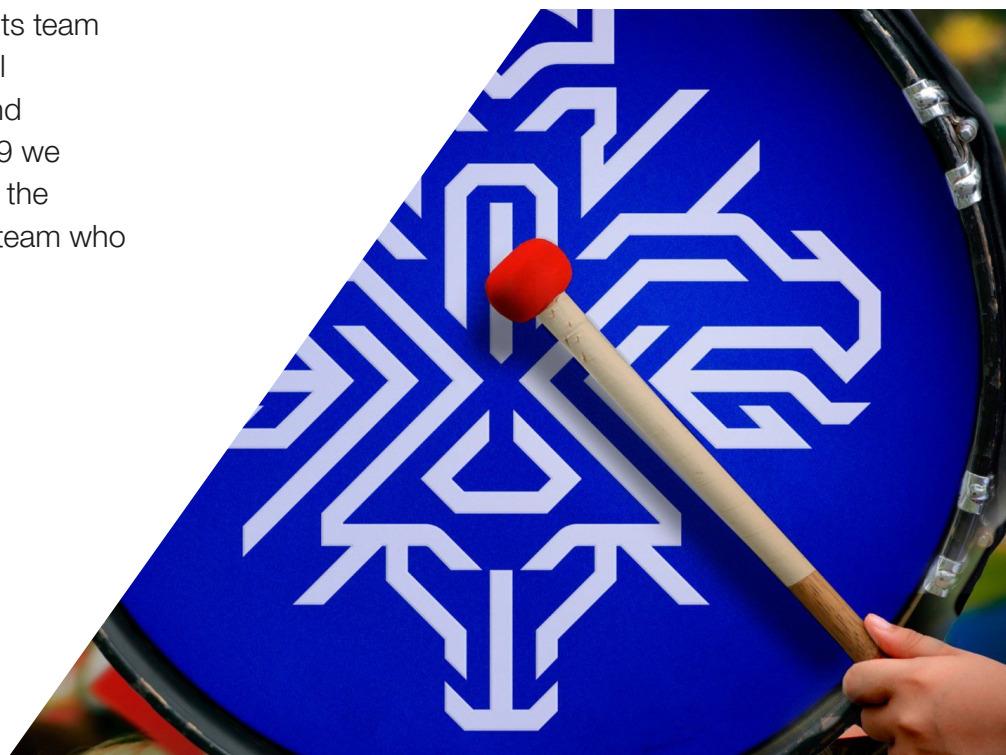
Collectively, our full-time consultants team have over 148 years of expert-level performance analysis, coaching and recruitment experience and in 2019 we decided to invest even further with the launch of our Customer Solutions team who specialise in Pro Services.

On Wednesday 9th February, two of Hudl's most experienced consultants will be holding an event at Reykjavík University (room 101) at 11:30-13:00 hrs to provide an insight into:

1. **Hudl Company Overview**
2. **Global trends in Football**
3. **High Performance Workflows**
4. **Data Strategies**

The aim of the presentation is to provoke reflection and debate about what this could mean for football in Iceland.

We'd welcome any input into the presentation and therefore if you'd like to share ideas about the topics you'd like to hear / discuss please complete this short anonymous form.

Meet The Team

Austin Fuller

Regional Director, Customer Solutions

Austin.Fuller@Hudl.com

Austin has spent the last 17 years working in elite sport with two of the largest governing bodies globally, The Rugby Football Union and The England Football Association. Austin has held roles within Performance Analysis, Talent Identification, Research, Innovation, Strategy and the development of performance systems. Over the past 4 years Austin has held the role as Analysis & Process Lead at The English Football Association where he helped develop their performance system, analytical processes, talent identification and opposition intelligence strategies, working across multiple World Cups and European competitions.

Tom Goodall

Senior Solutions Consultant

Tom.Goodall@Hudl.com

Tom has 8 years experience working in elite sport, starting with Prozone Sports after graduating in 2014 with a Sports Science degree. Specialising in global football, previous roles include helping teams implement a data culture, finding actionable insights to win matches and find undervalued talent. Tom has worked with Forest Green Rovers, Derby County, Swansea City and a number of high performance organizations in a consultant capacity. His experience to integrate data workflows spans across multi-disciplines (coaching, analysis, recruitment, sports science and medical) and across various sports (football, rugby union and tennis), tailored to aid all levels of practitioner and leader. Tom also has a strong presenting background, including delivering various Masterclasses, Mentoring and appearing on numerous Tableau user groups.