

Bryan Clasby

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- I love football
- I love Samford
- Our Kids are the future of the world.
- Played Collegiate Soccer in the USA for University of Alabama
- Soccer Camps America Coach and Coaching Director
- FA Coaching Certificate
- U6 and U7 Coach at Samford Rangers 2015/16
- Football Queensland Skill Training Certificate – 2016
- Experienced Senior Manager in multiple industry verticals leading successful transformations – including News Corp, Sensis, Goodstart Early Learning, Suncorp and Winc (formerly Staples)

I currently have Sam – 9 years old playing at Samford Rangers FC, and many friends with children who live and play in Samford.

Mission Statement – to make this club, our club, the best family club in Queensland. A place to meet, a place to learn soccer, a place for the community, a place to feel proud, a place to feel safe and most importantly a place to have fun. (and to give Football operations structure – but that’s the easy part).

There is a quote by JFK that I have built my professional life on and it’s so applicable to where Samford Rangers is right now – **“we can make some of the people happy all of the time and all of the people happy some of the time but we can’t make all of the people happy all of the time.”** If you recognise that – and do the very best you can to engage with everyone, encouraging and accepting different views – most of the time there is a way forward that the majority will accept.

Date application completed and sent: 27th November 2018

Position:	Vice President Football Operations
Applicants Name:	Bryan Clasby

MOTIVATIONS - What currently motivates you to apply for this position?

I live in Samford, I have Sam, a 9 year old playing at the club. The club has been at the centre of our community since we moved from England in 2011. All of our close friends have children who play at the club. When I’m not injured I (try to) play at the club. I have been successful in my professional life helping businesses transition during difficult periods. The club is going through a difficult period. For my son, my family, my friends and everyone involved with Samford Rangers football I think I can offer some professional, caring and educated support and help move the club forward.

COMMUNICATION - 1) Your communication skills and experience

I have had many senior board level business roles. The ability to communicate and engage is a key attribute to being successful. I am currently Director of Customer Service for Winc (formerly Staples) – I manage a couple of hundred people. I am managing these people through a Private Equity sale and a merger with Officemax. The staff are pretty happy with me, which a lot of senior managers, taking their staff through significant change, might not be able to say. I have played soccer to a reasonably high level, I know the game, and I can couple my professional experience with my understanding of Soccer fundamentals to lead Samford Rangers Football operations in the right direction.

COMMUNICATION - 2) Your skills and/or experience reporting, collecting and managing data manually and electronically

I am an experienced board level executive providing weekly, monthly, daily reports on profit, customer satisfaction, key business performance indicators. Reports based on which key multimillion dollar business decisions are made. Many of these reports I produce myself. I am proficient with many forms of spreadsheets and reporting applications.

QUALITY MANAGEMENT - Your skills and/or experience in administration and accountability

I am responsible for all measures of customer experience at Winc and throughout my career I have typically been responsible for quality management in a customer service environment. From a soccer perspective the same key principles apply – strive to be the best, have measure in place that assess your capability and performance against your target, have processes in place to address the areas you need to improve. It's a continuous cycle – plan – act – review – improve.

CLUB DEVELOPMENT - Your skills and/or experience in relation to managing a sporting organisation

I was Director of Coaching for Soccer Camps America – leading multiple coaches and coaching teams across most of the Eastern and central USA. I would estimate that 10,000 children and young adults participated in those camps. I hold a blue card. I have an FA (English) coaching certificate as well as a QLD skills coaching certificate. In my youth I competed at the highest level in the UK at track and field (4th place English schools, 4th place AAA's indoor – yes 4th place sucks) – so I have a good idea about what it takes to achieve sporting excellence.

WHAT YOU HAVE BEST TO OFFER - In relation to the future development of the club

I would hope that with my professional connections I could bring some well needed and well deserved corporate sponsorship to the club.

I have touched on why I'd like the role and what I have to offer throughout this application. I have a genuine love for soccer. I have a genuine love for this town. This town is my home, it's my family's home, and most of my friend's home. Samford Rangers is such an important and integral part of the community that it needs and deserves to be managed in a way that enables Samford Rangers to be everything it can be. For the kids, For the First team, For the vets (over 35's), for the spectators. With the new clubhouse and the new facilities still to come, this town, this area has the opportunity to do something remarkable – and I am so passionate and so enthusiastic to make that happen for Sam, everyone who loves where we live and everyone who loves soccer.