

Richard Whittall
72 Wychcrest Ave
Toronto ON M6G 3X7
647 886 8457
richard.whittall@gmail.com

Writer, journalist, editor and researcher with seven years' experience specializing in soccer with a focus on analytics and finance.

Summary of Qualifications

- Referred to as “the most important writer for the [soccer] analytics movement” (Paul Power, Prozone Sports analyst).
- Respected ability to synthesize complex statistical ideas and studies for practical use by supporters, media, players, coaches and front office staff in the world's top professional sports leagues.
- Experienced writer, editor and researcher whose work has appeared on several world-leading soccer publications.
- Helped coordinate research for a league feasibility report commissioned by the Canadian Soccer Association which led to the development of a U23 divisional league.
- Strong social media following with more than 8,400 followers on Twitter comprising some of the world's leading football journalists, analytics experts and club professionals.

Professional Experience

Senior Soccer Writer/Editor, theScore (September 2011-July 2014)

- Chief soccer content editor and writer at leading sports app company, 8 million active monthly users.
- Increased year-over-year readership of soccer content every year between 2011-2014. Includes an initial YoY increase of 291%, from 56,000 monthly site readers to 221,000.
- Regularly highlighted the work of lesser known but key soccer analysts, and helped introduce now-widely used advanced metrics like Total Shots Ratio (TSR) and concepts like Game States to a global audience, and discussed leading developments in the analytics field.
- Experience in investigative journalism, helped uncover a dubious source on a major *Times of London* story on Qatar, which led to an official retraction from the newspaper.

Freelance Writing

- *Guardian US*, [Contributor](#), 2013-present, MLS coverage.
- *Paste Soccer*, 2014.

- *21st Club*, Columnist, 2013-present. Author of the Football Futures series on developments and trends in data-driven approaches to soccer operations. Also writes Trends in Analytics column.
- *Foreign Policy*, "[Why Moneyball Doesn't Work at the World Cup](#)," 2014.
- *ESPN*, Contributor, 2012-present, [Commentary](#) and [investigative](#) work.
- *Howler Magazine*, Columnist, 2011-present. Regular author of "State of Play" news summary column.
- *TIFO magazine*, Interviewer, 2013.
- *XI Quarterly* Issue 3, Contributor, 2013
- *Fox Soccer*, Contributor, 2012.
- *Yahoo! Sports*, Contributor, 2010. Helped cover the 2010 World Cup alongside Brooks Peck.
- *The Globe and Mail* newspaper, Contributor, 2010.
- *Toronto Life* magazine, Contributor, 2010.

Broadcasting

- Host: Counter Attack Podcast, produced by theScore (2013-14)
- Radio: *CBC Radio One*, *ESPN* affiliates, *BBC World Service*, *Soccer Morning*
- Television: *TSN's OTR*, *Fusion TV's Soccer Gods*.
- Podcasts: *Guardian's Football Weekly*, *The Footy Show Podcast*.

Research and Consultancy

- Rethink Management, Editor/Researcher, 2011-12. Edited, researched and co-authored major study commissioned by the Canadian Soccer Association into feasibility of Division 2 football league in Canada. Worked with leading football professionals, supporters and journalists. Made recommendations for divisional U23 semi-pro league which were accepted in full by the CSA. Work led to formation of League1Ontario.
- Rethink Management, Editor/Researcher, 2014. Provided archival research for feasibility report commissioned by the Caribbean Football Union.

Education

Bachelor of Arts, McGill University (2004). Major philosophy.

Awards and Honours

- Sole North American invitee to Inaugural Prozone Analytics Forum in February 2014.
- Work featured in *A Football Report's* "The Best of Football Writing 2012", and "The Best of Football Writing 2013"
- Three time nominee for the World Soccer Talk Awards for Best Blogger.

- Website *A More Splendid Life* appeared on Guardian's list of 100 Football Blogs to Follow.

References Available On Request