

RAUL CANEDA PEREZ
—
CURRICULUM VITAE





ABOUT

RAUL CANEDA PEREZ



Raul began his professional coaching career as assistant coach to Juan Manuel Lillo at Mexican Primera club Dorados de Sinaloa, both coaching and assisting in the recruitment of players.

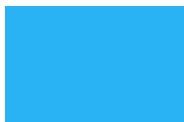
He continued as Lillo's assistant at Real Sociedad and Almeria from 2008 to 2010, building his knowledge and gaining experience in La Liga.

After several years as assistant coach, he progressed to first team manager at Asian giants Al Ittihad, joining the club when they were on a four-game losing streak. With quick tactical changes and man-management, Raul quickly turned results around, culminating in a 25-game unbeaten run that year which is to this date a club record. He also took the team to the Asian Cup semi-finals in the same season, a cup run which included

beating Guanzhou Evergrande, then coached by Marcelo Lippi.

In 2014 Raul joined Al Nassr Riyadh, another huge club in Asia. After 13 games - and 12 wins - with the team top of the league, Raul's contract was terminated by mutual agreement. He re-joined Al-Nassr in 2015 on a one-year contract, helping to stabilise the club after his previous departure.

In January 2017, Raul was contacted by Pep Guardiola, to act for him as an external analyst, following rivals in the Champions League and advising him on future player recruitment. Having known each other from Raul's time in Mexico, Pep actually mentioned Raul in the preface of his book, 'Another Way of Winning' describing him as 'a privileged football mind I had the pleasure to learn from'.





PHILOSOPHY

My influences stem from two big revolutions in football over the last 30 years. I learned a lot from Arrigo Sacchi's legacy in the late 80s and early 90s. The art of strong organisation without the ball and reducing time and space for the opponent is a key aspect in my game. It's paramount to regain possession as quickly as possible.

On the offensive front, I am a pupil of the Cruyff and Guardiola schools. To know how to achieve control of the game with the ball is a key aspect of coaching in this day and age, with the pace at which the game is now played.

Building the right squad and team is very important for me; having a base of players who feel a sense of belonging to the club. This provides a degree of stability which is important for any successful team.

It's also crucial to create value for the football club. This is done by bringing in young players and allowing them to thrive in an environment which provides them with an opportunity to play. Financial stability is important for any club, not only for financial fair play, but also to allow the club to grow and become sustainable.



THE TEAM

My team and environment we work in are key. I believe in the wisdom of surrounding oneself with people whose strengths bolster one's weaknesses, and so I consider my team my backbone and support. Hard work is a must. Bringing to

the club talented, experienced but ambitious assistants is a key aspect of success.

I have worked with three assistants with strong experience and skills:



FIRST ASSISTANT: MIGUEL LOPES

Miguel is a graduate of 'Sport Sciences' at Porto University and a UEFA PRO license holder. He has a great deal of experience, having worked for many years at Porto. Miguel is fluent in English, Spanish, Italian and French.



SECOND ASSISTANT: MIGUEL MOITA

Miguel has a wealth of knowledge from working as an assistant in high-level football. Above all, he has built a strong reputation in Europe as a top video analyst. He has worked in clubs such as Sporting Braga, Olympiacos, Sporting Lisbon and Monaco in the last five years discovering many talented players. He is an asset to any club.



PHYSICAL COACH: DAVID UTRERA

For physical conditioning and injury prevention I count on David, an experienced fitness coach, nutrition expert and physiotherapist, who has spent the last four years involved with the prestigious Qatar academy, Aspire. He has worked at a high level with teams all over Europe, such as O.G.C. Nice in France, Almeria in Spain and Krasnodar in Russia. He has a Masters Degree in Sports Science and Strength Conditioning and is fluent in Spanish, French and English.



DAILY AND WEEKLY ORGANISATION

Planning is usually done after the game or on a rest day. Creating an atmosphere of commitment is crucial for success. The players must spend a reasonable amount of time fulfilling their duties on a daily basis. We eat breakfast and lunch together, trying to create a team atmosphere. More importantly, this allows us to control the nutritional intake of players for two meals a day!

My assistants are in charge of tailoring a personal plan to each individual player. This will make sure each player gives 100 per cent and reduces the risk of injuries, especially soft tissue injuries which can on the whole be preventable. We rest after game days to allow players to recuperate, both physically and mentally. From a physiological point of view, we consider this very important in preventing injuries. We choose the right days for players to have plenty of

rest; different leagues play at different intensities and durations between games, which needs to be taken into consideration.

There will be three days of training, during which the number of sessions and intensity will depend on the team, injuries, games coming up, etc. Days five and six are tailored according to our opponents, so there will be specific training tailored to the game, approach and how the team will play. If there are midweek games, sessions may be lighter and specific. It's important to be flexible and able to adapt routines to relevant factors affecting the specific leagues.

Planning should be seasonal, as well as on a weekly and daily, allowing us to take into consideration breaks, times of heavy fixtures, weather, travel etc.



+ THE SYSTEM

The system is my way of organising my weapon, possibilities and players, not the opposition. I don't play the same system all the time; my system selection depends on the characteristics of the players I have in every team and tailored to each individual game, though I do think there needs to be a degree of continuity. I take advantage of the skills of my players, and select the

system to fit them. If I have three outstanding strikers, for example, there is no sense in playing with one. Likewise, if I have three outstanding central defenders I may decide to go with three at the back. In any team, there is a period of assessing player's strengths and weaknesses. Changing personnel in a club, both players and staff in a short period can lead to instability and unrest.

+ SCOUTING

There are two important aspects of scouting and match analysis.

First and foremost, we must analyse our opponents in good time. I like to receive an opponent report on the first day of the training week. Technical analysis of opponents forms an integral part of our work, not

only to neutralise their strengths, but to understand and take advantage of their weaknesses.

Match and player analysis forms the first basis of scouting. In the medium and long-term, it is important to find untapped talent so they can be acquired for a lesser fee. In this

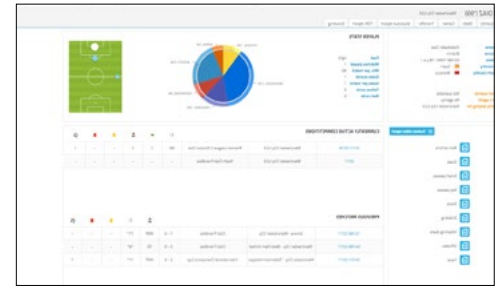


day and age, this means looking internationally, and especially hidden talent in 'lesser leagues'. This adds value to the club, allowing a sustainable business model in the long term. Player development and coaching then play a key part in nurturing talents into stars.

For both, we need to analyse full games and statistics, putting together knowledge and the information given by the current software in the market such as Wyscout, Instatscout, Prozone, etc. Almost all players are for sale at the right price. As a club its important to be prepared with back-ups both within the squad, and in a recruitment sense. This may be investing in buying players from

other teams or promoting talent from the youth teams. Ultimately having a good youth development system, and promoting players to the first team not only creates value for the club, but allows the club to attract top young talent as they see their pathway to the first team. I like to be actively informed and involved with youth development at the club. With first team management interest, I find players are more motivated to push for the first team squad.

Myself and my team are adept and happy with scouting for players, but equally I'm happy to work with a football director or within a clubs structure and framework.



+ FINAL SUMMARY

I pride myself in having a good relationship with the team around me, from club staff to players and the club hierarchy. Man management and tactical awareness are key factors in building a successful team. If the players respect you, and believe in what you're doing, the team will

flourish. I am fortunate in having a good period of time studying the game with accomplished people who I respect, and I'm still an avid student of the game. I have had great success as a first team coach in the Middle East and relish in applying my trade in Europe against the very best.

