Chicago, IL, USA
https://www.samgregory.me/
gregoryd.sam@gmail.com

Sam Gregory

Soccer strategy and analytics executive with extensive experience in data science, performance technology and leadership positions.

WORK EXPERIENCE

U.S. Soccer – Chicago/Atlanta, United States

Director of Data Analytics

March 2024 -Present

Leading new Data Analytics department at US Soccer supporting data operations for all national teams (men's, women's, youth, extended) across all sporting use cases

- Lead data strategy for US Soccer
- Hire and lead team of data analysts, scientists and engineers
- Work with High Performance team to coordinate data usage across Sporting Analytics, Sport Science, Medical and Research & Innovation
- Support national team technical and coaching staff during all tournaments and camps

Inter Miami CF – Fort Lauderdale, United States

Director of Analytics

January 2021 - February 2024

Led implementation and execution of data strategy across all soccer operations departments (recruitment, performance analysis, sport science, academy)

- Involved in all first-team recruitment decisions providing analysis on all targets and part of final decision making group
- Supported first team performance analysts with opposition, post-match and bespoke data requests
- Built in-house analytics web app used by multiple departments within the club
- Integrated event level data, tracking data and other data sources in a database to power all reports and internal web applications
- Led department and managed the first soccer analyst hire
- Co-Chair of MLS Data and Analytics Working Group, represented needs of all MLS data analysts to league representatives

York 9 FC (Canadian Premier League) – Toronto, Canada

Director of On-Field Analytics

July 2020 - December 2020

Data-driven performance analysis and recruitment support reporting to GM of team in Canadian professional soccer league

- Produced automated opposition reports with custom annotations/explanations for coaches ahead of each match
- Provided data-driven assessments of potential transfer targets and creating player shortlists for positions of need
- Built a database of event data to quickly answer any questions from coaches or GM

Victoria University – Melbourne, Australia (Remote)

Data Scientist (Consultant)

July 2020 - December 2020

Worked on FIFA Integrity project tied into academic research
- Researched the interactions of physical performance, tactical context and value creation in sports analytics and sport science
- Built metrics to evaluate how players expend energy in different phases of play and in different roles
- Analyzed the interactions between value provided to the team and physical load

Sportlogiq – Montreal, Canada

Soccer Intelligence – Data Analyst/Team Lead

October 2018 - June 2020

Led the Sportlogiq soccer analytics team and interacting with external professional sport team clients (promoted to team lead October 2019)
- Built tactical metrics that combine tracking and event data (ex. Line-breaking passes) and run in production
- Met with professional clubs and analysis departments in MLS, Premier League, Portuguese Liga and others to discuss and improve Sportlogiq's product suite
- Developed Sportlogiq's broader product strategy in soccer and finding opportunities for the company within the industry

Perform Group (Opta) – London, UK

Data Scientist

July 2016 - June 2018

Data science role with focus primarily on soccer analytics for both pro club and media clients

- Built actionable and easy-to-understand analytics metrics using Opta event data
- Worked with media clients to incorporate more advanced analytics tools
- Helped performance analysis departments at professional teams in Premier League, Championship, Bundesliga, La Liga, Ligue 1, MLS and others to better use and understand advanced metrics
- Supported cricket analytics operations

ACADEMIC EDUCATION

Victoria University, Melbourne — *MRes. Sport Science*

July 2020 - September 2023

Masters by research - awarded with first class honours.

London School of Economics — *MSc. Economics*

September 2015 - June 2016

Masters in Economics awarded with Merit

McGill University — *BA Honours Economics*

September 2011 - April 2015

Honors Economics, Minors in Math and Political Science

ADDITIONAL EDUCATION

MBP School of Coaches: Scouting and Game Analysis Specialist Certification

ACADEMIC PUBLICATIONS

Gregory, S., Robertson, S., Aughey, R., & Duthie G. (2022). The influence of tactical and match context on player movement in football . Journal of Sports Sciences, 40:9, 1063-1077.

Gregory, S. (2019). Ready Player Run: Off-ball run identification and classification. Barcelona Sports Analytics Summit 2019.

CONFERENCE PRESENTATIONS

2023 Sports Law Fall Symposium

2023 University of Miami Sport Industry Conference

2022 Statsbomb Conference

2021 New England Symposium in Sports and Statistics

2021 Friends of Tracking Series

2020 Seattle Sounders Analytics Conference

2020 Leicester City Tactical Insights

2019 FC Barcelona Sports Analytics Summit

2019 New England Symposium in Sports and Statistics

2019 Seattle Sounders Analytics Conference

2018 German OptaPro Conference

2017 German OptaPro Conference

2016 Leicester City Tactical Insights

2016 OptaPro Forum

DATA ANALYSIS AND TECHNICAL SKILLS

Extensive data analysis experience in: Python, R, Stata, Matlab, SQL, Postgres and others

Experience building web applications writing HTML, CSS and using the Django framework

Deployed AWS instances using Elastic Beanstalk, RDS, S3, EC2 and other frameworks

Statistical modeling including general linear models, deep learning models, supervised and unsupervised machine learning classifiers and Bayesian models

Data visualization work presenting to non-technical audiences

AWARDS

Allen Oliver Gold Medal (2015) - Highest standing in Honors Economics at McGill

McGill International Experience Scholarship (2015) - Awarded to McGill graduate pursuing studies outside North America

Arts Undergraduate Research Award (2014) - Funding for undergraduate research

AS Hill Entrance Scholarship (2011) - Awarded upon admission to McGill