



JAMES MCCARTHY

UEFA A & ELITE YOUTH A LICENSED COACH

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I am an accomplished and vastly experienced professional coach with a UEFA A Licence and a UEFA Elite Youth A Licence. I excelled in my previous role as Academy Manager at Cardiff City FC before establishing my own business, JM Football Consultancy.

My coaching methodology has contributed to the development of many Academy players, including Aaron Ramsey and Joe Ledley, and has helped players progress to first team and international environments. I am proficient in designing effective coaching curriculums to enhance this process.

I am a dedicated Coach Educator who is adept at mentoring coaches to support them in attaining leading coaching qualifications. Through my consultancy business, I offer expertise in syllabus planning, coaching programmes, and coach development.

EDUCATION & PROFESSIONAL QUALIFICATIONS



- Pitman Training: Diploma in Management
- Swansea University: PGCE Science (12 - 16)
- Manchester Metropolitan University: BSc (Hons) Sports, Coaching & Exercise Science

Graduated 2015
Graduated 2002
Graduated 2000



- Premier League Elite Academy Managers Programme
- FA Advanced Youth Award
- UEFA A Licence (FAW)

- UEFA Elite Youth A Licence (FAW)
- FA Talent ID Level 1
- FA Safeguarding

CONSULTANCY BUSINESS EXPERIENCE



JM Football Consultancy

Owner

May 2022 - Present

- Provide expert coaching and mentoring to players and coaches to enable their career progression
- Devise, design, and lead individual and team coaching sessions across all age groups, up to first team level
- Plan and implement bespoke, high-quality Continuing Professional Development (CPD) sessions and events for coaches
- Oversee business operations and provide advice and guidance to sporting organisations, clubs, and national associations
- [JM Football Consultancy link](#)

Football Association of Wales: Elite Coach Educator / Level 4 Mentor

Jul 2023 - Present

- Present and deliver theory and practical sessions on all A Licence courses for the FAW
- Monitor, manage, implement, and lead UEFA A Licence courses on behalf of the FAW
- Mentor current and former professional footballers to support their progression along the coach education pathway to achieving accredited UEFA B Licence qualifications, including Wales international Joe Morrell and former Switzerland international Xherdan Shaqiri



Cardiff University: Head Coach Caerau Ely: Head Coach

Sep 2022 - Present
Jul 2022 - Present

- Oversee and lead all aspects of coaching and match preparations, ensure coaching sessions are aligned with the playing style
- Responsible for the design and implementation of a playing style and identity for the men's senior team
- Lead the team in matches; responsible for team selection, implementation of game plans, and in-game tactical decisions



Cardiff University Key Achievements

- ✓ 2023/24 Men's Western Tier 2 League champions; 2023/23 Men's Western Conference Cup finalists
- ✓ 2022/23 and 2023/24 Varsity champions

Caerau Ely Key Achievements

- ✓ Four players were selected for the Welsh South Tier 2 squad
- ✓ 2022/23 Ardal South West (Welsh Tier 3) champions, securing promotion to Cymru South



"I have worked closely with James for nearly ten years and he has proven himself to be an excellent coach, providing a high level of technical and tactical detail to players and teams of various age groups. James was always looking for different ways to progress young players through innovative ways into the professional environment and has been very successful in doing this over more than 20 years working within the professional game." - James Rowberry: Head of Elite Coach Education, FAW



"James has a great track record of developing young players and helping them to fulfil their potential. This is proven with the amount of players that have come through the Academy system at Cardiff in his time and also others that have gone on to have successful careers within the game. When starting my own coaching journey he was a big support and gave me great flexibility to develop my own style and identity." - Craig Bellamy: Head Coach, Wales national team

ELITE ACADEMY COACHING EXPERIENCE



Cardiff City FC

Academy Manager
Assistant Academy Manager

Jun 2014 - Sep 2021
Jul 2013 - Jun 2014

- Managed the Academy, including the financial budget, player development strategy, staff recruitment, and staff duties
- Oversaw the development, coordination, and implementation of the Academy philosophy, coaching methodology, and player development curriculum for the U7 to U23 age-group squads
- Delivered the Academy objective to nurture and develop elite young players with the attributes to progress to the first team
- Conducted regular staff appraisals; implemented development programmes to ensure the staff's continued improvement
- Set up loan strategies for Professional Development Phase (PDP) players to enable them to gain first team experience
- Contributed to the talent identification and recruitment of Academy players
- Reported to the Chief Executive and Board regarding the progression of Academy operations
- Ensured compliance with rules and regulations set by the Football Association, Premier League, and Football League
- Represented the club at Premier League and Football League Academy Manager meetings

Key Achievements

- ✓ Provided multiple players for FAW age-group squads (U15 to U21)
- ✓ 2018/19 U12 Premier League Christmas Truce Tournament champions
- ✓ 2018/19 U18 Professional Development League champions
- ✓ 2018/19 Brussels Cup champions with the 2009 age-group squad



"James was instrumental in recruiting me to Cardiff and offering me a scholarship. During my second year, he helped arrange my first loan spell to Notts County and even visited me personally in Nottingham to check on my progress there. He remains a source of support to me now as well." - Joel Bagan: Cardiff City FC



Cardiff City FC

Academy Coach

Sep 2000 - Jul 2013

- Coached and managed across various age-group squads from U9 to U16; from 2006, was responsible for the U16 squad
- Contributed to decision-making processes regarding which players were awarded scholarships

PLAYER DEVELOPMENT ACHIEVEMENTS

- ✓ **32 professional players** produced through Cardiff City FC's Academy, including Joe Ledley, Aaron Ramsey, Chris Gunter, Adam Matthews, Rabbi Matondo, Mark Harris, Joel Bagan, Tom Sang, Rubin Colwill, and Isaac Davies
- ✓ **20 Academy players** were awarded their first team debuts at Cardiff City FC, including Joe Ledley, Aaron Ramsey, Chris Gunter, Adam Matthews, Mark Harris, Joel Bagan, Tom Sang, Rubin Colwill, James Waite, and Aaron Wildig
- ✓ **5 Academy players** are currently in Cardiff City FC's first team squad
- ✓ **290 Wales caps** achieved by players coached and developed in Cardiff City FC's Academy, including appearance record holder Chris Gunter, Joe Ledley, Aaron Ramsey, Adam Matthews, Rabbi Matondo, and Tom Lockyer
- ✓ **Circa 3,243** first team appearances by players coached and developed within Cardiff City FC's Academy
- ✓ **Circa £32 million** valuation for players coached and developed in Cardiff City FC's Academy



"James was my coach for my U14 season in the Centre of Excellence/Academy. His sessions were always very detailed and challenging and helped us all as individuals to progress and become better players." - Joe Ledley: Former Wales Men's International

FOOTBALL CONSULTANT EXPERIENCE

World in Motion Football Consultant Feb 2022 - Mar 2024

- Contributed to the recruitment of up-and-coming footballers to be represented by World in Motion

TEACHING EXPERIENCE

Aberdare High School

- Head of Year/Progress Leader
- Teacher

Sep 2010 - Jul 2013
Sep 2002 - Jul 2013



"I worked with James for five years at Cardiff FC Academy where he was the U16 Coach. James's role was far more than that to me as he is a brilliant coach who understands the game at an exceptionally high level, as well as a wonderful mentor to aspiring young players. His mannerisms and clear leadership both in assisting coaches and supporting me were first-class, making him a huge part of everybody's success." - Neal Ardley: Former Academy Manager, Cardiff City FC



"As Youth Development Phase Lead, I was responsible for the transition of players from the Foundation Phase into the Professional Phase. In order to support overseeing these age groups, James played a key role as Lead Coach of the U16s, allowing me to concentrate on the player pathway through the phases. James provided the players with the technical and tactical information required to progress to meet the demands of their scholarship years." - Geraint Twose: First Team Coach, England Women's National Team