



**John Peacock**  
FIFA/UEFA Instructor

John Peacock was a professional footballer at Scunthorpe United playing just over 200 league / cup matches. He is currently a Football Consultant who in 2016 set up his own consultancy: Unite Elite Coaching. Current clients include FIFA, UEFA, as well as several National Associations. He is an experienced professional football coach, with over 40 years' experience in the areas of international team management, coach education and professional youth development, at national and club level, most notably at Manchester United FC between 2016 – 2020.

John was previously employed by the Football Association of England as a National Youth Coach (2002-2015) and as Head of Coach Development (2007) where he directed the UEFA Pro licence and UEFA Advanced licence. During this time, he also served as the Manager of the England Under 17s. John was instrumental in developing content and a coaching philosophy/structure to enhance the quality of coaches and players in England, including advising key FA personnel. In 2015 John was inaugurated into the FA Hall of Fame for outstanding contribution to coaching.

John has managed 228 International youth games with 103 of them in UEFA where he has a 69% win record. While managing the England's Under 17 side, key achievements have included being the first England manager to win the UEFA U17 European Championships in both 2010 and 2014 to become the most successful England Manager at any level. Additionally, John led the England U17s to multiple FIFA Under 17 World Championships (2007, 2011 and 2015), reaching the quarter finals in 2007 and 2011.

In March 2017, John was appointed by The FA as an advisor/mentor on a four-month short term contract to the England U20 team, that went on to become FIFA U20 World Cup Winners in June 2017. He has managed England U19, U20 on several occasions, and served in an assistant role with England U21. Over the span of 13 years with the FA, he assisted in the development and coaching of numerous English elite players, who went on to achieve Senior and Under 21 England honours. In 2015 he left the FA to become 1<sup>st</sup> team coach at Derby County FC, where he had previously been Academy Manager in 1998-2002.

John has been an UEFA Technical Instructor since 2010 and served as an UEFA JIRA panel member from 2013-2021, responsible for helping to oversee coach education in Europe, as well as advising within a UEFA working group with the AFC, CONMEBOL and Concacaf Confederations on coach education.

As a FIFA Coach Instructor since 2011, John has been active delivering and mentoring on coach development courses, as well as strategic development, in all six FIFA Confederations. In 2016 at the request of the Chinese FA and under the guidance of FIFA, he conducted a review of football in China, from grassroots through to National level.

John has delivered coach education courses worldwide and recently directed the Pro Licence for Saudi Arabia and Qatar Football Associations. He regularly presents at conferences around the world, notably at the AFC youth and coach education conference, plus China and Japan Coaching Conferences.