



Daniel Stendel

UEFA PRO License

born 4th of April 1974

in Frankfurt / Oder,
married, 2 children

Aspects of philosophy

- ✓ Winning ball in opponents half
- ✓ Acting in „swarm-style“
- ✓ Active and offensive pressing style
- ✓ Quick and direct passing system
- ✓ System follows philosophy and availability
- ✓ „High-intensity football“ requires respective training

Career

Manager / Head Coach

- ✓ 12/19 – 06/20 Heart of Midlothians, Scottish Premiership
- ✓ 07/18 – 10/19 Head Coach FC Barnsley, League One + Championship
- ✓ 04/16 – 04/17 Head Coach Hannover 96 1.+ 2. Bundesliga
- ✓ 2012 - 2016 Head Coach Hannover U19 Bundesliga
- ✓ 2008 – 2012 Head Coach Hannover 96 U17 Bundesliga

Achievements as Head Coach

- ✓ 2019 direct Promotion into English Championship
- ✓ 2016 DFB German Cup Winner DFB U19
- ✓ 20014 + 2015 Runners up, Cup Winner DFB U19

Player

- ✓ Bundesliga 96 matches / 12 goals
- ✓ 2. Bundesliga 160 matches / 49 goals
- ✓ Clubs Hamburger SV, FC St. Pauli, Hannover 96, SV Meppen, FC Gütersloh

What makes him special?



Fanatic



Approachable



A loyal Team-
player

Points per Match

FC Barnsley: 1,7

Hannover 96 (2. Bundesliga): 1,86

Hannover 96 (1. Bundesliga als „Caretaker“): 1,33

– before 0,27

Hannover 96 U19: 2,0

Results at takeovers during a season

+14%

attendance at *Hannover 96*

+12%

Shots on target at *Hearts*

xG from 1,22 to 1,44

Expected goals at *Hearts of Midlothian*

xGa from 1,42 to 1,32

Expected goals against at *Hearts*

from 7,53 to 5,58

PPDA at *Hearts of Midlothian*

+12%

Average points at *Hearts*

Development of MV's of players



Hickey (Hearts)

+ €200.000,-



Saarenren Bazee (H96)

+ €1.300.000,-



Andersen (Barnsley)

+ €750.000,-



Brown (Barnsley)

+ €750.000,-



Bähre (H96/Barnsley)

+ €550.000,-



Halme (Barnsley)

+ €300.000,-



Chaplin (Barnsley)

+ €550.000,-



Anton (Hannover 96)

+ €850.000,-

What makes him successful?

Clear Style incl. Principles, training methods, Leading, Coaching, work ethics

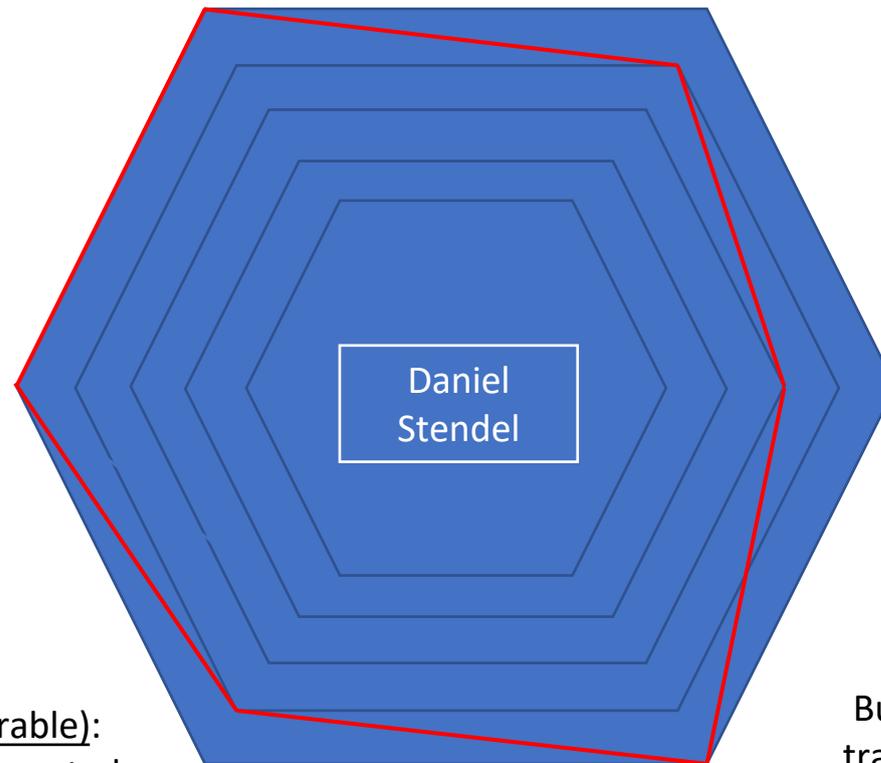
Experience, Vita, Knowledge

Internally with employees, fans, press, etc: Empathy, Authority, Pressure resistance, diplomatic, Co-operation, atmosphere around the club

with players: Language, Motivation, Authority, etc.

Sportive success (measurable): Points, expected goals, expected goals against, ball possession, shots on target, etc.

Building of market values, sales, transfer turnovers, Integration of youngsters, long-term approach



Quotes

„He really got the players working together and they seemed to really enjoy their football.“ Barnsley Fanzine

„Daniel brought the whole football club together...we all loved going to games and you could see the players loved it too. He was active in his community and installed a belief and an identity“ Supporter FC Barnsley

"We've identified that the counter-press has been used by the most successful teams in the world and Daniel is one of the best coaches at doing that. As well as the style, Daniel has the philosophy of using and developing younger players which fits perfectly in our model too."

Gauthier Ganaye, Former CEO FC Barnsley

"They married an exciting attack with a robust defence which was pushed high up the pitch to allow for a high-tempo style, designed to go hunting...aided by a youthful vibrancy. What happened off the field, positively influenced what happened on it. He fostered a camaraderie, a togetherness, aided by bonding sessions, some of which were unorthodox, from head tennis to tackling a Ninja Warrior assault course“

Edinburgh Evening News



SkyBet Report „The man compared to Klopp&Guardiola (link below)
<https://www.youtube.com/watch?v=cIK1hujDzTE&feature=youtu.be>

Contact details:
Timo Rodewald
tr@ftc-hamburg.com
+49 173 6134223