

PRESS KIT · 2026



Smail Ferroudj

From Algeria to the sideline.

USSF Pro Coach License

Former pro player · Algeria & France

Speaker · Author · Program builder



MEDIA & BOOKING

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ABOUT

The story.

Born in Akbou, Algeria, Smail Ferroudj launched his soccer career at 14 with his native club ORBAkbou and was promoted to the senior team by 16.

In 1993 he helped ORBAkbou advance to a superior division, scoring 15 goals with 12 assists as a defensive midfielder. He later joined MOBejaia for two seasons, assisting the club through an undefeated run.

At RCKouba, he became a champion, scoring 16 goals with 14 assists in 1997 and recording the club's Best Goal of the Season in 1999. He then joined MCAlger, one of Algeria's most beloved clubs with a fanbase of over 80,000.

In 2002, Smail moved to Paris to pursue a degree in Psychology at Universite Paris 5 (Sorbonne). Playing for the university, he scored 20 goals and helped qualify the team to the play-offs for the first time in program history. He captured the Best Striker trophy at the Clairefontaine Tournament among the 16 best Paris universities, netting 6 goals in 5 matches.

Today, Smail is a USSF Pro Coach License holder based in the United States. He coaches, referees, and builds development programs for future pro players. He speaks at schools, clubs, and community events, appears as a soccer analyst on television, and is preparing to launch a children's book series this year.



COACH SMAIL · USSF PRO COACH LICENSE

"Coaching the whole kid, not just the player."

Highlights & credentials.

10+

Years coaching

2

Continents played

USSF

Pro Coach License

1997

Champion, RCKouba

Credentials & experience

- USSF Pro Coach License (United States Soccer Federation).
- Youth Exercise Specialist Certification.
- Former professional player, Algeria (ORBAkbou, MOBejaia, RCKouba, MCAlger).
- Universite Paris 5 (Sorbonne), Paris; 20 goals and first-ever play-off qualification.
- Clairefontaine Tournament Best Striker among 16 top Paris universities.
- Coach, referee, and program designer for youth and pro-track players in the US.
- Soccer analyst and guest commentator on television and radio.

WHAT SMAIL OFFERS

Four ways to work together.

Player development

Small-group and 1:1 training for youth and pro-track athletes.

Speaking

Keynotes, panels, and assemblies for schools and communities.

Club consulting

Curriculum, culture, and coach-development support for clubs.

Referee & analysis

Match officiating and on-air soccer analysis.

Signature talks.

Keynotes, panels, school assemblies, and club events.

01

The Immigrant Athlete

From Algerian pitches to American sidelines, what building a career on two continents teaches about character, resilience, and reinvention.

02

Raising a Pro-Track Player

For parents and clubs: what really matters in the years that shape a young player, and what to stop worrying about.

03

Leadership Through Sport

Practical lessons on culture-building, mentorship, and standards, drawn from the locker room and adaptable to any team.

04

Coaching the Whole Kid

Why technique alone doesn't finish the job, and how character work is coaching work.

AUDIENCES

Where these talks land.

Schools & universities · Youth sports clubs · Coach clinics · Community events · Corporate leadership programs

Book a talk: connect@smailferroudj.com

Press-ready photography.

High-resolution files available at smaiferroudj.com/gallery.



USAGE

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