

Robert Moreno • Press kit

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BIOGRAPHY

Short • 100 words

Robert Moreno (Barcelona, 1977) has been head coach of the South Korea national team since September 2026, the first Spaniard to hold the post. A UEFA Pro-licensed coach, he managed Spain in 2019, taking the side to Euro 2020 qualification without losing a match. Before that he spent three seasons on FC Barcelona's first-team staff, winning nine trophies including the 2015 treble. He has since managed AS Monaco, Granada CF and PFC Sochi, whom he took back into the Russian Premier League. He speaks five languages.

Medium • 300 words

Robert Moreno (Barcelona, 19 September 1977) has been head coach of the South Korea national team since 1 September 2026. He was appointed through the first open public recruitment process for a national head coach in the history of the Korea Football Association, and is the first Spaniard to manage South Korea.

His career did not begin on the pitch. He entered professional football in 2010 as a video analyst at FC Barcelona B, having never played professionally. He moved on to AS Roma, then RC Celta, and in 2014 joined FC Barcelona's first-team staff as assistant coach. Over those three seasons the club won nine trophies, including the 2014-15 treble.

In 2018 he joined the Spain national team staff, and in March 2019 he was appointed head coach. He took charge of nine matches, winning seven and drawing two, and qualified Spain for Euro 2020 unbeaten.

Three projects in three countries followed: AS Monaco in Ligue 1, Granada CF in LaLiga, and PFC Sochi in Russia, where he rebuilt a struggling side and won promotion back to the Russian Premier League in 2025. South Korea is the fifth country in which he has worked.

He holds the UEFA Pro Licence, speaks Spanish, Catalan, English, Italian and French, and is the author of «Mi receta del 4-4-2» (2013). He has lectured at the University of Deusto, Spain's National Institute of Physical Education and the Royal Spanish Football Federation. His work is characterised by video analysis, data-informed decision-making and the development of young players.

Long biography · about 1,050 words

The long way round

Robert Moreno González was born in Barcelona on 19 September 1977 and worked out early that he was not going to reach professional football as a player. What he did have was a different way of watching matches, and the discipline to turn that into a method. He began recording games and analysing them at a time when video analysis was not yet a recognised profession in Spanish football, and educated himself by reading systematically about the game.

That work — done for years with no reward beyond the knowledge itself — is what eventually opened the door. In 2010 he joined FC Barcelona as video analyst for the reserve side. He was 32, with no playing career behind him.

From the screen to the touchline

From Barcelona he moved to AS Roma in 2011, his first experience outside Spain and his entry into Serie A. He returned to join RC Celta and, in 2014, stepped up to FC Barcelona's first team as assistant coach.

Those were three seasons of a kind that are hard to repeat. The club won nine trophies in that period: the 2014-15 Champions League, two league titles, three Copas del Rey, the 2015 UEFA Super Cup and Club World Cup, and the 2016 Spanish Super Cup. The 2014-15 season ended with the treble — Champions League, LaLiga and Copa del Rey — one of the most recognisable cycles in recent European football.

After another season at Celta, he joined the Spain national team staff in 2018.

Nine matches with Spain

In March 2019 he was appointed head coach of Spain. He took charge of nine matches: seven wins, two draws, no defeats. Spain qualified for Euro 2020 unbeaten, and he became one of very few coaches to manage his country without having been an international player himself.

His spell ended in November that year. It is an episode he has discussed in several interviews, and on which his position has been consistent: what happens inside the dressing room stays inside the dressing room.

Three countries, three contexts

What followed was a sequence of demanding projects in very different settings.

At **AS Monaco**, from December 2019 to July 2020, he managed a young, high-value Ligue 1 squad through a season cut in half by the pandemic. It was his first job as a head coach at a club abroad.

At **Granada CF**, from July 2021 to March 2022, he worked in LaLiga in a complex institutional context, taking results against sides of European standard.

And at **PFC Sochi**, from January 2024 to September 2025, he did the thing that is hardest to fit into a headline and most valuable in professional terms: he took over a team in crisis, stayed on after

relegation, and took them back into the Russian Premier League in 2025. He went alone — his family stayed in Spain — and learned to manage a dressing room in a language he did not speak.

Each of those spells was short, and he has acknowledged it without reaching for excuses. He has also pointed to what remains: at Monaco he developed Aurélien Tchouaméni and Youssouf Fofana; with Spain he handed first opportunities to players who are now regular internationals; at Sochi, a promotion.

South Korea

On 1 September 2026 he was appointed head coach of South Korea. The process was not a phone call: it was an open public competition with published criteria, the first of its kind in the history of the Korea Football Association. He applied with a closed six-person coaching staff and a written project.

His mandate runs to six international matches, through to 27 November 2026, with Ecuador, Uruguay, Venezuela and Uzbekistan among the first opponents.

He is the first Spanish coach to lead South Korea, and it is the fifth country in which he has worked, after Spain, Italy, France and Russia.

How he works

Three things recur across every stage of his career.

Analysis as the foundation. He started as a video analyst and never stopped being one. His method begins with systematic observation of the opponent and of his own team, with figures recalculated before any claim is made. He put it best in an interview with *El País*: “I’m strong as an analyst. I’ve spent my life watching matches. That’s what defines me as a coach.”

Adaptation over system. He does not argue for a single model. He has worked in five different football cultures, and his approach starts from the players available rather than from a predetermined shape.

Player development. It is the thread connecting spells of very different lengths: players he gave a first opportunity to, or helped to grow, who now compete at the highest level.

Away from the touchline

He is the author of *Mi receta del 4-4-2* (2013), a book on the practical application of that system. He has lectured at the University of Deusto, Spain’s National Institute of Physical Education and the Royal Spanish Football Federation, and has worked as an analyst and pundit for Spanish and international outlets including Onda Cero, RAC1, Diario SPORT and LaLiga TV International.

He speaks five languages: Spanish, Catalan, English, Italian and French. He received Spain’s Sporting Values Award in 2019.

VERIFIED FACTS

FACT

Full name	Robert Moreno González
Born	19 September 1977, Barcelona (48)
Licence	UEFA Pro
Languages	Spanish, Catalan, English, Italian and French
Current role	Head coach of South Korea, since 1 September 2026
Mandate	Six international matches, through to 27 November 2026
Book	«Mi receta del 4-4-2» (2013)

As head coach

PERIOD	CLUB	ROLE
From Sep. 2026	South Korea	National team head coach
Jan. 2024 – Sep. 2025	PFC Sochi (Russia)	Head coach
Jul. 2021 – Mar. 2022	Granada CF (Spain)	Head coach
Dec. 2019 – Jul. 2020	AS Monaco (France)	Head coach
Mar. 2019 – Nov. 2019	Spain	National team head coach

As assistant coach and analyst

PERIOD	CLUB	ROLE
Jul. 2018 – Mar. 2019	Spain	Assistant coach
Jul. 2017 – Jun. 2018	RC Celta	Assistant coach
Jul. 2014 – Jun. 2017	FC Barcelona	Assistant coach
Jul. 2013 – Jun. 2014	RC Celta	Assistant coach
Jul. 2011 – Jun. 2012	AS Roma (Italy)	Assistant coach
Jul. 2010 – Jun. 2011	FC Barcelona B	Video analyst

Honours

Nine trophies as a member of FC Barcelona's coaching staff between 2014 and 2017: the 2014-15 Champions League, two league titles (2014-15 and 2015-16), three Copas del Rey (2014-15, 2015-16 and 2016-17), the 2015 UEFA Super Cup and Club World Cup, and the 2016 Spanish Super Cup. The 2014-15 season ended with the treble.

As a head coach: Spain's unbeaten qualification for Euro 2020 (nine matches, seven wins, two draws, no defeats) and promotion with PFC Sochi to the Russian Premier League in 2025.

SOURCED QUOTATIONS

Previously published statements, with the outlet where they first appeared. Free to reproduce citing the source.

“I used to spend a hundred per cent of my time on tactics, methodology, preparing matches, analysing opponents. Now I realise that was twenty per cent of what being a head coach is. The other eighty is essentially dealing with people.”

— MENTALIDAD DEPORTIVA, FEBRUARY 2026

“When I go to a country, what interests me most is understanding its culture and how people communicate. That part is invisible to the public and it matters enormously to a coach.”

— MENTALIDAD DEPORTIVA, FEBRUARY 2026

“I'm strong as an analyst. I've spent my life watching matches. That's what defines me as a coach.”

— EL PAÍS, NOVEMBER 2021

“Essentially, what I'm looking to do is reduce the uncertainty in the game.”

— ARQUITECTOS – LALIGA, JULY 2026

“The hardest thing to hold on to is your own judgement. When all the noise is pushing you to change, when the criticism is easy and superficial.”

— MENTALIDAD DEPORTIVA, FEBRUARY 2026

Quotations were originally given in Spanish and are translated here.

THE STORY

From a home video camera to the South Korea bench

At fourteen, Robert Moreno was already coaching. And at the same age he did the sum that almost every boy playing football in Barcelona does, and got the wrong answer: he did not have the talent to play.

The example was at home — his father had been a coach, and held the badge. So Moreno combined the two things that interested him most:

“I'm a bit obsessed with technology and with football. So I picked up a camera, picked up a computer, and started filming matches.”

The reason was specific and characteristic of him: he had worked out that watching from the touchline, you can only follow where the ball is, not what the players away from it are doing.

What came next separates a hobby from a vocation. He rigged cameras to the top of floodlight pylons, with his then girlfriend — now his wife — filming while people laughed and asked what on earth it was for. Analysing a single youth match took him **eight hours**, because the process was painfully slow. He spent his first salary, earned working at a branch of the bank La Caixa, on a projector, so he could take the video to grounds and show it to the players. And he read more than 150 books about football.

“I wanted to understand what was happening on a pitch. I wanted to know how I could help the players, and that's what I did.”

None of it was a career plan. In 2010 there was no profession called “video analyst” to aspire to in Spanish football.

The call, and then the real one

Half an hour before the 2010 World Cup final, Robert Moreno was at home with his family waiting for Spain–Netherlands, like half the country. The phone rang. It was his friend Joan Barbará, who had spent years working across different departments at FC Barcelona. They needed a video analyst, he said, and Luis Enrique would be calling that week.

Spain won the final. It was a day he remembers for two reasons.

The call that mattered came on the Monday. Moreno was at work in the bank. An unknown number came up, he answered it, ran to a storeroom so he could talk, and spent half an hour on the phone. By the time he hung up he knew that someone from the club would call the next day to sign him.

He was 32, with no playing career behind him. He came in through a door he had spent eighteen years building himself.

Five countries

What followed reads quickly and happened slowly.

AS Roma, 2011. First job outside Spain, first taste of Serie A, first new language. Assistant coach.

RC Celta, 2013. Back to Spain.

FC Barcelona, 2014–2017. Three seasons on the first-team staff. The club won nine trophies in that time: the 2014-15 Champions League, two league titles, three Copas del Rey, the 2015 UEFA Super Cup and Club World Cup, and the 2016 Spanish Super Cup. The first of those seasons ended with the treble.

This is worth stating precisely, because it is where other people's accounts tend to inflate: he was an assistant, not the head coach. He was part of the staff that won those nine trophies. It is an achievement that does not need embellishing.

Spain, 2018. Joins the national team staff as assistant.

Spain, March 2019. Appointed head coach. Nine matches: seven wins, two draws, no defeats. Spain qualify for Euro 2020 without losing a game.

It ended in November of that year. His position on what happened has never shifted: what goes on inside stays inside.

The hard years, which are the ones that teach you

AS Monaco, December 2019 – July 2020. First head coach job at a club abroad. A young squad with a very high market value. And a season cut in half by a pandemic. Seven months.

Granada CF, July 2021 – March 2022. LaLiga, a difficult institutional context, and results against sides of European standard. Nine months.

PFC Sochi, January 2024 – September 2025. A year and eight months, and the hardest of the three to fit into a headline.

He took over a team in crisis. They were relegated. He stayed. And he took them back into the Russian Premier League in 2025.

He went alone. His family stayed in Spain, and he spent a year and eight months there. He learned to run a dressing room in a language he did not speak, and found out something about himself he had not expected: that enduring that distance cost him far more than he thought it would.

Three short spells. He does not argue with that. What he has pointed to, and what can be checked, is what remains of each: at Monaco, the development of Aurélien Tchouaméni and Youssouf Fofana; with Spain, first call-ups for players who are now regulars; at Sochi, a promotion.

What he learned on the way

One line of his sums up what the job has become for him better than any other:

“I used to spend a hundred per cent of my time on tactics, methodology, preparing matches, analysing opponents. Now I realise that was twenty per cent of what being a head coach is. The other eighty is essentially dealing with people.”

It is a striking thing to hear from someone who reached professional football precisely through the other twenty per cent. And it explains why his way into a new country does not start with the squad:

“When I go to a country, what interests me most is understanding its culture and how people communicate. Talking to a Russian is not the same as talking to someone French, or from the

Arab world, or American. That part is invisible to the public and it matters enormously to a coach.”

Korea

On 1 September 2026 the Korea Football Association announced his appointment as head coach of the national team.

The detail worth noticing is how he got there. It was not a phone call, as in 2010. It was an **open public recruitment process with published criteria** — the first of its kind in the federation's history. He applied with a closed six-person coaching staff and a written project, and came through it.

He is the first Spanish coach to lead South Korea. His mandate runs to six matches, through to 27 November.

Korea is the fifth country he has worked in, after Spain, Italy, France and Russia. It is also the second national team he has managed — sixteen years after climbing a floodlight pylon to see the pitch from above.

HOW TO REFER TO HIM

First reference: **Robert Moreno**. Role: **head coach of South Korea**. Short descriptor: Spanish UEFA Pro-licensed coach, former head coach of Spain.

It is not correct to credit him with spells at Sevilla FC, RCD Espanyol or Bayern Munich. These are recurring confusions and form no part of his career.

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For additional material, high-resolution photographs or interview requests.