

# **Making a Red Devil: The Case of Manchester United and Mason Greenwood**

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## **MANAGEMENT DECISIONS**

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## Making a Red Devil: The Case of Manchester United and Mason Greenwood

In the first days of August 2023, rumors circulated that Manchester United had reached a final decision regarding Mason Greenwood. According to reports from 'The Athletic', United had allegedly planned to reintegrate the striker into their squad, with the decision internally confirmed. CEO Richard Arnold was said to have recorded videos explaining the decision. Yet, after reports surfaced indicating they were considering the player's return, Manchester United faced significant backlash from fans. A female supporter group issued a compelling statement on August 11, demanding that United refrain from allowing Greenwood to rejoin the squad. In their statement, the supporter group highlighted the seriousness of the matter and emphasized what implications the decision to reintegrate the player could have on society as a whole.

On Wednesday 16th of August in 2023, two months after the transfer window opened, Manchester United finally decided to speak up about the Mason Greenwood case. To address the speculations that had circled until this point, they said: “Contrary to media speculation, that decision has not yet been made and is currently the subject of intensive internal deliberation. Responsibility ultimately rests with the Chief Executive Officer.”. Moreover, they announced that they were in the final stages of deciding Greenwood's future, based on the internal investigation that they had launched because of his arrest in 2022. In a public statement, United said: "Our investigation has drawn on extensive evidence and context not in the public domain." and further emphasized that the club had “responsibilities to Mason as an employee, as a young person who has been with the club since the age of seven, and as a new father with a partner”.

On August 21, 2023, Manchester United made a significant announcement regarding Mason Greenwood's future with the club. In a statement, United revealed that they would be parting ways with Greenwood, signaling the end of his tenure at Old Trafford. Moreover, Manchester United claims that Greenwood is innocent, but that he has made mistakes for which he is taking responsibility for.

*“Our process commenced in February 2023, following all charges against Mason being dropped. Throughout, we have taken into account the wishes, rights and perspective of the alleged victim along with the club’s standards and values, and sought to collate as much information and context as possible. This has required us to proceed with sensitivity and care to obtain evidence not in the public domain, including from those with direct knowledge of the case.*

*Based on the evidence available to us, we have concluded that the material posted online did not provide a full picture and that Mason did not commit the offences in respect of which he was originally charged. That said, as Mason publicly acknowledges today, he has made mistakes which he is taking responsibility for.*

*All those involved, including Mason, recognise the difficulties with him recommencing his career at Manchester United. It has therefore been mutually agreed that it would be most appropriate for him to do so away from Old Trafford, and we will now work with Mason to achieve that outcome."*

Now that Manchester United has released this statement, the club stands on the brink of yet another important decision. Faced with two alternatives, they must determine whether to send Greenwood on loan to another club or sell him. Opting for a loan would enable the club to maintain legal ownership of the player while alleviating the financial strain of his salary. Conversely, selling him could yield around £ 5-7 million in transfer fees but would entail severing all ties with Greenwood, relinquishing any claim to ownership rights over him completely.

On September 1st, 2023, the deadline day of the transfer window, Manchester United announced and confirmed a deal with Spanish club Getafe FC, agreeing to a one-year loan for Greenwood.