

# SPORT DIRECTOR CONVENTION

Manchester  
Metropolitan  
University  
Business School



**Thursday 6th September 2018**  
**1.30pm - 6.30pm**

## Introduction

Manchester Metropolitan University's Master of Sport Directorship (MSD) course is welcoming its fifth cohort of students this September, having seen record levels of applications by former sports stars and sporting executives as the importance of the 'sporting director' role grows within boardrooms. As an addition to the MSD programme, we are running a 'Sport Director Convention' not only to launch the 2018 MSD programme, but also to bring together MSD alumni, industry experts and people from sport, in order to gain insight from knowledgeable speakers and discuss issues facing sporting directors.

## Speakers

**Nigel Travis**, Executive Chairman Dunkin' Brands & owner Leyton Orient FC

**Brian Marwood**, Managing Director of City Football Services

**Ashley Giles**, Sporting Director, Warwickshire CCC

**Jon Dutton**, Chief Executive Rugby League World Cup 2021

**Barbara Slater**, OBE, Director of Sport, BBC

**Keith Wyness**, former CEO Aberdeen, Everton & Aston Villa

**Guy Richardson**, Director & Founder of EIGER Performance

**Kieran Maguire**, ULIV Management School & PriceOfFootball.com

**Mark Batey**, Leadership, Creativity and Innovation Specialist

**Rob Young**, Director & Co-Founder of Switch The Play

**Dr. Garry Gelade**, Director, Business Analytic Ltd

**Tom Sears**, Managing Director of Kinsey Sears

**Daniel Geey**, Partner at Sheridans

**Professor Damian Hughes**, Director, Liquid Thinker Ltd

## Exhibitors

**Players Net** (Simon Andrews)

**Sports Office** (Andy Clarke)

**Mi Hiepa** (Andy Etches)

**MMU Sport** (Jerome Reed)

**FA Women's High Performance Football Centre** (Charlotte Healy)

**Manchester Movement Unit** (Dr Chris McCarthy)

**Directorschool** (Peter Buglass)

**Futsal** (Simon Wright)

**Eiger Performance** (Guy Richardson)

**Switch the Play** (Rob Young)

**RFL** (Tony Sutton)

**Football Supporters Federation** (Andy Walsh)

**Football Medicine & Performance Association** (Eamonn Salmon)

## Programme

- 2.00pm**            **Lunch - Networking - Exhibits**
- 3.00pm**            **Welcome**
- 3:10pm**            **‘Taking the Challenge Culture from Business to Sports’**  
- Nigel Travis, Executive Chairman Dunkin’ Brands & owner Leyton Orient FC
- 3.45pm**            **Panel Q&A:**
- **Nigel Travis**, Executive Chairman Dunkin’ Brands & owner Leyton Orient FC
  - **Brian Marwood**, Managing Director of City Football Services
  - **Ashley Giles**, Sporting Director, Warwickshire CCC
  - **Jon Dutton**, Chief Executive Rugby League World Cup 2021
  - **Babara Slater**, Director of Sport, BBC
  - **Keith Wyness**, former CEO Aberdeen, Everton & Aston Villa
- 4:45pm**            **Break**
- 5:00pm**            **Themed workshops:**
- ‘As a leader, how can you best develop an impactful culture?’*  
- Guy Richardson
- ‘Financial Fair Play, fair to whom?’* - Kieran Maguire
- ‘The Game plan for Creative Leadership in Sports’* - Mark Batey
- ‘The Sweet and Sour of Transition: Better People Make Better Athletes’*  
- Rob Young
- ‘Winning with Analytics’* - Dr. Garry Gelade
- ‘Preparing for a Sport Director Interview’* - Tom Sears
- ‘The World of Football Agency Uncovered’* - Daniel Geey
- ‘How to Think Like Sir Alex Ferguson’* - Professor Damian Hughes
- 6:00pm**            **Alumni research on SD role**
- 6:30pm**            **Close**  
- Networking - Canapes - Exhibits



## Workshop Details

### ***‘As a leader, how can you best develop an impactful culture?’*** - Guy Richardson

The key note for this conference, Nigel Travis, is sharing with you a particular culture that he has found very effective within the organisations that he has led.

During this workshop, Guy will explore some leadership traits that support such a culture.

### ***‘Financial Fair Play, fair to whom?’***

- Kieran Maguire

Breakeven targets, wage caps, legal challenges, allowable costs, squad size reductions, transfer embargoes, cup bans and points deductions.

Kieran Maguire of the University of Liverpool Management School and PriceOfFootball.com looks at how cost control in sport, especially football, has come to be part of the game in recent years, looks at the extent of its success, the ways it can be circumnavigated and assesses its impact on different stakeholders (players, owners, agents, fans) and concludes, that as always, the lawyers and accountants are the big winners.

### ***‘The Game plan for Creative Leadership in Sports’***

- Mark Batey

Fergie, Pep, Wolff, Brailsford, Woodward... The need for creative and innovative leadership on the field of play has always been crucial - now more than ever this needs to be matched off the pitch.

In this engaging and high-impact masterclass, Dr Mark Batey, a world-leading psychologist of creativity and innovation will share principles, processes and tools to help you, your teams and your organisation to develop winning ideas and strategies for success.

Mark will explain his 5 key principles, share a powerful tool for creating silverware strategies and a few secrets of what makes for an elite performance culture.

### ***‘The Sweet and Sour of Transition: Better People Make Better Athletes’*** - Rob Young

Katherine Grainger has acknowledged that Athlete Transition is the biggest challenge facing sport at the moment.

Developing the athlete off the field of play isn't just about preparing for life after sport, better people make better athletes.

This masterclass will take participants through the ‘sweet and sour’ of transition, and share the story about four people named Everybody, Somebody, Anybody and Nobody.

The masterclass will cover practical tools and approaches to support the development of athletes off the field of play including the Change Curve and the 90:10 principle to help participants consider how their organisation can best fulfil its duty of care and maximise the potential of its people.

### ***‘Winning with Analytics’*** - Dr. Garry Gelade

Garry will focus on the strategic and organizational aspects of analytics rather than the ‘nuts and bolts’ of statistics and metrics.

Participants will hear how to build a successful analytics capability within a sports organization.

The topics covered will include:

- *The stages of analytical maturity*
- *Statisticians, Data Analysts and Data Scientists*
- *Setting objectives for the analytics function*
- *Critical success factors*
- *Road blocks to implementation*
- *The benefits of analytics*

### ***‘Preparing for a Sport Director Interview’***

- Tom Sears

Participants are invited to apply for a multi-faceted, senior role in the sports industry which is based on actual positions that Kinsey Sears has successfully filled for clients.

Prior to the conference you will have the opportunity to read the detailed job description and submit your letter of application and CV for the role. Kinsey Sears will analyse each application and invite two ‘applicants’ to participate in an ‘interview’ for the role at the workshop. They will be invited to respond to professional interview questions relevant to the role. Attendees will have the opportunity to observe the interviews, give their comments and be given detailed insight into what recruiters and potential employers are looking for during each stage of the application process, how to construct better applications and the pitfalls to avoid in your letters, CVs and during interviews. All workshop participants will be offered individual one-to-one feedback on their application outside of the conference which will help them secure the jobs they aspire to in the future.

### ***‘The World of Football Agency Uncovered’***

- Daniel Geey

Demystifying how transfers and commercial deals are negotiated and concluded and an insight into the growing level of disputes occurring between players, agents and clubs.

### ***‘How to Think Like Sir Alex Ferguson’***

- Professor Damian Hughes

Professor Damian Hughes distils the primary lessons of Ferguson’s phenomenal success as manager at Manchester United and show how you can apply them to your own situation. You will learn about Ferguson’s approach to people-management, changing mind-sets, visualisation, building confidence and embracing change - all techniques at the heart of turning Manchester United into a winning machine. You will also discover how he remained at the forefront of one of the world’s most competitive industries and how to make this count within your own organisation.

# WORKSHOP

## Speakers Details



### **Nigel Travis**

- Executive Chairman Dunkin' Brands & owner Leyton Orient FC

Nigel Travis was named Chief Executive Officer of Dunkin' Brands in January 2009 and appointed to the additional role of Chairman of the Board in May 2013. In July 2018 he retired as CEO and became the Executive Chairman of the Board. He is based in Boston, MA.

From 2005 through 2008, Travis served as President & CEO of Papa John's, the pizza chain with annual system-wide sales of \$2.1 billion and more than 3,300 restaurants throughout the U.S. and 29 international markets. Prior to Papa John's, Travis was with Blockbuster, Inc. from 1994 to 2004, where he served in increasing roles of responsibility, including President & Chief Operating Officer. Before that, he was with Burger King, first as Senior Vice President of Human Resources and later as Managing Director for Europe, the Middle East and Africa.

He has been an avid sports fan all his life with his true passion being his support of the East London Football team, Leyton Orient F.C., which along with a consortium he bought in June 2017. Travis now is Chairman of the Club. He has also coached in the UK and America for 48 years and currently coaches his two young children in Wellesley, MA.

Travis received a bachelor's degree in business administration for Middlesex University in England. He previously served as Lead Director on the Board of Directors for Office Depot, where he currently serves as a board member.

His first book, "The Challenge Culture" is being launched in the US and UK in September 2018.



### **Brian Marwood**

- Managing Director of City Football Services

Born in Seaham, County Durham, Brian began his career as a footballer. He scored more than 100 goals in 430 appearances for Hull City, Sheffield Wednesday, Arsenal and the England national team.

From 1990-1993 Brian held the position of Chairman of the Professional Footballers' Association (PFA) before taking up a full-time role at the PFA looking after the commercial affairs of players. In 1998 Brian took up the position of Football Sports Marketing Manager for Nike UK. Brian moved from Nike to Manchester City FC in 2009 to be Director of Football. Brian currently holds the post of Managing Director of Global Football, and led the process of the research and design of City Football Academy, which has become a benchmark for 'best-in-class' football facilities in world football. The Global Football business unit supports City Football Group's global ambition by delivering the City Football methodology in Football Performance, Human Performance and Talent Management to the Group's global football franchises.



### **Ashley Giles**

- Sporting Director, Warwickshire CCC

Ashley Giles is a former England cricketer, county coach, Director of cricket, national selector and England Head Coach. After retiring from cricket in 2007 Ashley was appointed as Director of Cricket at Warwickshire CCC and led them from the 2nd Division to becoming County Champions in the space of five years. A period in which they also won the one day cup.

At the end of 2012 Ashley was offered the role of England's limited overs head coach and took them to the final of the ICC Champions Trophy in England in 2013. Narrowly missing out to India. Joining Lancashire CCC in 2014 Ashley led the red rose county back into division one in his first year in charge and also to their first T20 trophy title.

Ashley represented England in 54 test matches and 61 one day internationals and was a member of the famous 2005 Ashes winning team in possibly the greatest Ashes series of all time. In 2006 he was awarded the MBE for services to cricket. In 2017 Ashley returned to Warwickshire CCC and was appointed in the new role of Sport Director, with responsibility for all cricket at the club from junior to senior men's and women's teams.



### **Jon Dutton**

- Chief Executive Rugby League World Cup 2021

Jon is the Chief Executive of the Rugby League World Cup 2021. Jon commenced his role on February 1st 2018, leaving his post as RFL Director of Projects & People. Jon led the successful bid for the tournament including a £25m funding award from HM Government.

A sports management graduate with over 20 years' experience in the sports industry. Jon has previously worked for the PGA European Golf Tour (1995-1999), Manchester FA (1999-2005) with a secondment to UEFA (2002-3) and ran his own sports consultancy company (2005-2011). Jon was the Operations Director for Rugby League World Cup 2013, Director of Readiness for the Tour de France Grand Depart in 2014 and Tournament Director for the Ladbrokes Four Nations tournament in 2016. In 2017 Jon was the RLIF Tournament Commissioner for the Rugby League World Cup in Australia, New Zealand and Papua New Guinea.

Jon is a member of UK Sports Major Events Panel, a specialist advisory body. Its main purpose is to represent the interests of UK Sport by making major event investment recommendations to the UK Sport Board.



### **Barbara Slater**

- OBE, Director of Sport, BBC

Barbara Slater took up her role as Director of Sport in April 2009.

She had previously been Head of Production and Head of General Sports for the department.

Her responsibilities include working with governing bodies to retain a broad portfolio of broadcasting rights, overseeing the planning and coverage of major sporting events and leading the sports journalism operation at BBC Sport's home in Salford.

Barbara was responsible for BBC Sport's acclaimed cross-platform coverage of the London Olympic Games - the most watched TV event in UK broadcasting history. Barbara was awarded the 'Inspirational Woman Prize' at the Women in Film and Television Awards in recognition of this achievement and is a member of the IOC Press Committee and the UK's Sports Business Council.

Barbara joined the BBC in 1983 as a trainee assistant producer in the Natural History Unit in Bristol, but has spent most of her career as a producer in BBC Sport, specialising in outside broadcasts and overseeing the production of a range of sports including tennis and golf. Barbara was awarded the OBE in 2014 for her services to sports broadcasting.

She grew up in Birmingham, and was an international gymnast, competing for Great Britain at the Olympic Games in Montreal in 1976. Barbara is married with three children.



### **Keith Wyness**

- former CEO Aberdeen, Everton & Aston Villa

Keith Wyness has been CEO at Aberdeen, Everton and recently Aston Villa. He has also advised countries on restructuring of football from grassroots to elite level.

Before joining the football industry in 2000 he was responsible for the domestic marketing of the very successful Sydney 2000 Olympic games.

He was also co-founder of a luxury cruise line which featured the world's first twin hull cruise ship in conjunction with Radisson hotels. He was the youngest Vice president in British Airways history working on the marketing of the Concorde project and starting the British Airways executive club.

He studied Industrial economics at Nottingham University and appeared on their University Challenge team.



## **Guy Richardson**

- Director & Founder of EIGER Performance

Over a period of 33 years Guy has been developing and leading High-Performance Teams. Uniquely, he has worked in one of the elite armies of the world as well as one of the world's most celebrated international sports teams.

He was an officer in the British Army for 20 years and in 2004 joined The Scottish Rugby Union as the first professional Scotland National Rugby Team Manager. Following this in 2010, Guy became the Director of Operations for The British and Irish Lions Rugby Team, a job in which he was accountable for everything off the field of play. His collaborative leadership enabled him to get the very best out of stakeholders, all working to the one goal.

Following the success of the tour in 2013, Guy founded his company EIGER Performance, a leadership and high-performance consultancy. Working across diverse sectors such as education, sport, business and hospitality. Guy is a graduate of The Royal Military Academy Sandhurst and The Open University. He is an Associate of the Edinburgh Institute and a visiting lecturer in Leadership, High Performance Teams and Culture at over 10 universities across the UK. In the sports sector, Guy works with both amateur and professional teams / clubs. His portfolio of sporting NGBs is extensive working across 8 sports; including most recently assisting in the preparation of the Women's National Hockey Team and Beach Volleyball Team ahead of their departure to the Commonwealth Games in April 2018. Within the business sector Guy has worked with clients in both the private and public sectors from leadership workshops to key note speeches.



## **Kieran Maguire**

- ULIV Management School & PriceOfFootball.com

Kieran Maguire is a lecturer in Sports Finance at the University of Liverpool Management School. His specialist area is sports finance, and has been interviewed by media organisations such as BBC, ITV, Sky, Talksport, The Financial Times, Times, Guardian, Forbes and many publishers in relation to issues such as Financial Fair Play, sponsorship and broadcasting rights in sport and financial distress at sports clubs.

He was formally a Senior Lecturer in Accounting and Finance at MMU Business School, where he won the Best Business School Lecturer and Most Loved MMU Lecturer awards for his valiant but ultimately unsuccessful attempts at making accounting interesting to students.

Away from academia he trains investment bankers in London, Frankfurt and New York in understanding financial statements, modelling and company valuation.

He runs the PriceOfFootball website looking at the finances of individual clubs and writes scripts on football finance for TIFO football on YouTube.

His first (and probably last) book The Price of Football is due for publication later this year. He is a qualified FCA but would rather not admit to being a chartered accountant in polite company.

Kieran is a Iseason ticket holder at Brighton and Hove Albion Football Club, and thus has an encyclopaedic knowledge of service stations between the North West of England and Sussex, as well as a very understanding and patient wife.



### **Mark Batey**

- Leadership, Creativity and Innovation Specialist

Dr Mark Batey is a thinker and practitioner in creativity and innovation, combining leading-edge academic insight, with international experience as a speaker, consultant, coach and facilitator. Delivering keynotes, workshops, training and more. From Simon Cowell, to Gogglebox, to advising governments...

Mark is widely published on the subject of creativity and is the Associate Editor of the International Journal of Creativity and Problem Solving and an editorial board member for the APA Journal Psychology of Aesthetics, Creativity and the Arts. He is one of the most published researchers in creativity of recent years. Sought by the media, Mark has featured in outlets that include BBC, FT, The Times, The Guardian, The Telegraph, The Moscow Times, Forbes, South China Post and Wall Street Journal.

Dr Batey has delivered keynote presentations to audiences from 100 to 10,000 across the globe. He has worked with organisations that include AB InBev, Bank of America, Bao Steel, BBC, BP, Channel 4, JC Decaux, Johnson & Johnson, NHS, Rolls-Royce, Sony Music Entertainment, Tesco, Thales, Zain and Zurich.



### **Rob Young**

- Director & Co-Founder of Switch The Play

Rob Young MBE is co-founder of Switch The Play, a social enterprise with the mission to help current and former athletes to fulfil their potential through and beyond sport. They are passionate about developing athletes outside of sport and work with governing bodies, leagues, player unions, clubs and athletes themselves to support, educate and develop athletes off the field of play helping them to prepare, plan and manage their successful transition to life outside sport.

Rob's experience across a range of roles in sport includes Olympic, Paralympic and Commonwealth Games, work with National Governing Bodies of sport, professional sport, national and local government, and further and higher education. Rob worked on the legacy of the London 2012 Olympic Games and Paralympic Games for 6 years, for which he was awarded an MBE in 2013.



### **Garry Gelade MA (Cantab.) PhD AFBPsS**

- Director, Business Analytic Ltd.

Dr Garry Gelade is the director of Business Analytic, an independent consultancy specializing in sports analytics. He is an Associate Fellow of the British Psychological Society, and was a Visiting Researcher in the Faculty of Management at City University (Cass) Business School. He is the author of thirty peer-reviewed scientific articles.

Garry graduated from Cambridge University, and obtained his doctorate at the University of Nottingham. He spent four years in the Department of Psychology at Oxford University conducting research, and tutoring in statistics. He has worked in IT project management at American Express, Mercantile Credit and Lloyds Bank, and has taught at the Open University on psychology and creative thinking.

Garry is a superb communicator who brings creativity and professionalism to his projects and understands the demands of the football industry. He worked closely with Mike Forde and Bruno de Michelis at Chelsea FC for four seasons, and was involved in the establishment of their Technical Scouting department. He has also consulted with Paris Saint Germain, Real Madrid and Derby County.



### **Tom Sears**

- Managing Director of Kinsey Sears

Kinsey Sears was founded by Managing Director Tom Sears based on his extensive experience in leadership roles and executive search within the sports industry. Prior to starting Kinsey Sears, Tom enjoyed a highly successful career in the sports industry internationally.

He has held CEO and other leadership positions in the UK, Europe, Australasia and Africa with National Governing Bodies, provincial associations, professional clubs and government funded agencies including the Rugby Football Union, Irish Rugby Union, the International Cricket Council and New Zealand Cricket.

Kinsey Sears sources senior executives and Non-Executives for the sports, physical activity and leisure sectors. Our experience includes work with Global and National Governing Bodies and Federations, professional clubs, charities and foundations, higher education institutions, venues, leisure providers, membership bodies and publicly funded sports organisations.

Kinsey Sears covers Board, C-level and senior management positions across all functions including commercial, marketing, communications, finance, operations, development/participation and legal. In addition, we have also recruited national and provincial coaches and support teams encompassing all aspects of high performance infrastructure.

We have been both clients and candidates of search firms internationally and this has informed how we approach our relationships with organisations seeking high calibre candidates and professionals looking at the next stage of their career development.



### **Daniel Geey**

- Partner at Sheridans

Daniel's practice focuses on helping clients in the sports sector, including rights holders, leagues, governing bodies, clubs, agencies, athletes, sports technology companies, broadcasters and financial institutions.

Daniel has significant experience in the football industry and has worked on a variety of club takeovers, high profile transfers, commercial endorsement deals and disputes.

Daniel also works in the wider entertainment industry advising on competition and anti-trust matters.



### **Professor Damian Hughes**

- Director, Liquid Thinker Ltd

Professor Damian Hughes is an international speaker and bestselling author who combines his practical and academic background within sport, organisational development and change psychology, to help organisations and teams to create a high performing culture.

He is the author of eight best-selling business books, including *Liquid Thinking*, *Liquid Leadership*, *How to Change Absolutely Anything*, *How to Think Like Sir Alex Ferguson*, *The Five STEPS to a Winning Mindset* and *The Barcelona Way: Unlocking the DNA of a Winning Culture*. He has also been nominated for the 2007 William Hill Sports book of the year award for Peerless, his biography of boxing great Sugar Ray Robinson. In 2009, he co-authored a critically acclaimed biography of boxing legend, Thomas Hearn in *Hitman: the Thomas Hearn Story*. In 2013, his latest biography, *Marvelous Marvin Hagler* became the UK's best selling sports biography.

He was appointed as a Professor of Organisational Psychology and Change for Manchester Metropolitan University in September 2010.

He is currently serving as a member of the coaching team for Scotland Rugby Union and Canberra Raiders.

His innovative and exciting approach has been praised by Sir Richard Branson, Muhammad Ali, Sir Terry Leahy, Sir Roger Bannister, Tiger Woods, Jonny Wilkinson and Sir Alex Ferguson.



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To reserve your place today - **CLICK HERE**