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Bryan Steel
Olympic Medallist, British Cycling

Bryan Steel made it into the British cycling team at a time when a revolutionary change management programme catapulted the team onto to the world stage. He competed in four Olympic Games, winning Bronze in the Team Pursuit in 2000 and Silver in 2004. Bryan has worked with various organisations including Sport England, The Youth Sport Trust, Dame Kelly Holmes Legacy Trust and DARE UK to deliver, design and manage mentoring schemes. He is a board member of England Netball; a director of charity Sporting Hearts; patron of the Thomley Activity Centre, Oxfordshire; anti-drug ambassador for UK Sport for the 100% Me Campaign; a Sporting Hero for the East Midlands Advocates Project; a Sport England Sporting Champion and a member of the British Olympic Association Planning for Success scheme.

Nadeem Shaikh
Managing Director, SMART Way Forward

Nadeem Shaikh founded SMART Way Forward to offer organisations working in sport, leisure, health and fitness the benefit of his wealth of knowledge and experience from 24 years of being involved in the industry. He is a qualified sales and management trainer, a UK Athletics Level 3 Performance Endurance coach and a coach on the National Coach Development Programme with England Athletics. In addition, he has worked with numerous sport's National Governing Bodies (NGBs), County Sports Partnerships (CSPs), local authorities and corporate companies around the UK Nadeem has competed at county, regional and international level and now coaches some of the best young endurance athletes in the UK. Nadeem is vice president of Shaftesbury Barnet Harriers and sits on a number of sports committees, including those which organise, train and co-ordinate marshals for events such as the London Marathon, London Mini Marathon, Bupa 10k and the Adidas Women's 5K.

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Alasdair Donaldson
UK Athletics Endurance Coach,
High Performance Athletics Centre, Loughborough University

Alasdair Donaldson has more than 25 years of experience in athletics. After gaining international recognition over 800m as an athlete, his professional working life has seen him teach at Loughborough University, Loughborough College and Glen Parva Young Offenders Institute. From teaching he moved into the sports development world, working specifically as Athletics Development Manager for the Tayside & Fife region in Scotland. After four very successful years in the role, participation in schools programmes saw large increases while the number of athletes and coaches working within the clubs also rose. Alasdair was then fortunate enough to be able to follow his passion for athletics, and coaching in particular, in a full time position, having previously coached as a volunteer. He moved back to Loughborough in early 2010 where he has worked alongside many of the country's leading coaches and athletes as the country geared up for the 2012 Olympics.

Annie Page
Director, Essentii

Annie Page is an Accredited NLP (Neuro Linguistic Programming) Trainer, an NLP Master Practitioner and Coaching Master, who also holds a Level 2 qualification with UK Athletics for Endurance Running. She has worked with athletes in a range of sports at both senior and junior level using cerebral sports coaching to focus on getting results and training their brain to peak performance. Through the techniques that Annie uses she can enable sustainable change for individuals and teams in both sport and business by supporting leaders, coaches and managers to make positive changes that will be long lasting and effective. Annie is a volunteer with the Princes Trust as both a progression mentor and business mentor and is author of the book *How to get off the sofa and start running*.

Gavin Rebello
Director, Sports-Vision

Gavin qualified as an optometrist from Cardiff University and then gained a distinction in the optometry-based sports vision diploma, launching sports-vision.co.uk in 2005. He specialises in 'what and how the eye sees' with the specific aim to give sports people a winning edge. He helps them see the ball quicker than their opponents, improve their aiming skills and on-field awareness so passing and reaction times are better and more consistent. Sport starts with what the eyes are seeing and Gavin helps players be the best they can be. He has worked with elite athletes across a range of sports at club, national, international and Olympic levels.

Dr Zöe Wimshurst
Head Vision Coach, Performance Vision

Achieving a distinction in her Masters in Sport and Exercise Psychology from Loughborough University, Zöe began her education training to be a sport psychologist. She then returned to the University of Surrey where she became the first and only person in the UK to hold a PhD in Visual Performance in Elite Athletes. Zöe was approached to become involved with the British Olympic Association (BOA) while being offered funding for her PhD. She then worked for the BOA as their visual performance coach for two years before branching out on her own and starting Performance Vision Ltd. Zöe has worked with many Olympic and professional athletes and is Head Vision Coach for Performance Vision Ltd whilst also continuing to carry out formal research in the area in order to boost the scientific credibility of vision training.

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Kim Harris
Director, BCR Associates

Kim Harris joined BCR Associates after builing a ladies' fashion retail company with 13 branches and 180 staff, where controlling overhead expenditure was vital to the success and ultimate survival of the business. BCR Associates are considered one of the UK's leading cost reduction consultancies and have won the Best Service category at the prestigious Best Business Awards. The company will identify hidden profit by reviewing a company's spend on electricity, gas, telecoms, insurance, staff, finance, vehicles and green services. They make no charge for their cost reviews, which are without obligation, PLUS there is no commission to pay as their clients retain 100% of savings realised. BCR Associates are paid by the suppliers for the retention and acquisition of clients.

Ian Wakefield
Sport Nottinghamshire CSP

A former nationally-ranked athlete and current mountain biking veteran competitor, Ian Wakefield began working on the sports and entertainment staff at a private holiday park in the 1980s and over the last 20 years has progressed through a series of management positions working for leading companies such as LivingWell, Center Parcs and Marriott Hotels. More recently he was head of business development for ISRM and IMSPA/CIMSPA. He was awarded a Fellowship of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) and is in his 4th year as a Chartered Marketer with the Chartered Institute of Marketing (CIM).