



SHELBOURNE
OPPORTUNITY
NETWORK





SHELBOURNE OPPORTUNITY NETWORK

Shelbourne FC is pleased to announce the establishment of the Shelbourne Opportunity Network.

The Shelbourne Opportunity Network comprises a group of senior people from a broad range of industries and professions, each of whom has extensive knowledge and experience in his or her field. Each member has agreed to make him or herself available to Shelbourne players of all ages from the age of 15 upward (and where appropriate their parents or guardians) with a view to advising on career planning and career opportunities.

The establishment of the Shelbourne Opportunity Network is part of Shelbourne's ethos of seeking to help the club's players reach their potential, both as footballers and as individuals.

The Network members have each agreed to give the benefit of their time, experience and where appropriate, network of contacts free of charge. As the Network members have busy schedules and other commitments, there is a limit to the amount of time each can and will spend in any one period. Any player or parent/guardian who would like to meet and discuss career plans or planning with a Network member should make contact with David O Connor, the Clubs CEO, in the first instance at david.oconnor@shelbournefc.ie. All dealings will be kept strictly confidential.



ENDA MCNULTY

ELITE HUMAN
PERFORMANCE

Enda is a global leader in elite human performance, culture and well-being and the visionary behind McNulty Performance. McNulty Performance designs and delivers programmes which educate, inspire and activate individuals, organisations and professional sports people in the areas of Performance, Culture and Wellbeing.

Enda has advised elite sports men, women and teams on culture and performance including the Leinster and Irish rugby teams as well as major corporates such as Microsoft, Intel, Merck, Kelloggs, Kerry Group, Lidl and Morgan Stanley.

Enda holds a degree in psychology from Queens University Belfast and a degree in Sports Science from University of Ulster.

He had a highly successful career at the highest level of Gaelic football in Ireland as a member of the Armagh team that won seven Ulster titles, a National League and an All-Ireland title over a ten-year period. Armagh were renowned for their physical fitness, professional standards and strong leadership and these achievements have shaped Enda's career.

Enda brings the same winning attitude and meticulous preparation he displayed as part of that team to his role as CEO and leader of McNulty Performance. He has worked with a wide array of corporate clients in Ireland, Europe, North America and Asia and has successfully delivered motivational programmes on human performance, leadership, team performance and mental toughness to companies.



PADDY KENNY

CONSULTANT
ORTHOPAEDIC
SURGEON

Mr Paddy Kenny MB, BCh, BaO MIITOS, FFSEM, FRCSI, FRCS (Tr & Orth) is a consultant Orthopaedic Surgeon.

Mr Kenny is the former President of the Irish Institute of Trauma and Orthopaedic Surgeons and is currently Chairman of the Irish National Orthopaedic Register, a Board member of the National Office of Clinical Audit, a Board Member of the Irish Hip fracture Database, former Chairman of Irish Orthopaedic Training Committee, a former Board member of the Faculty of Sports and Exercise Medicine, Honorary Surgeon to the Irish Turf Club and a member of the IRFU medical team. Mr Kenny regularly advises leading sports men and women on sports injury matters.

Mr Kenny is also the National Lead for the Trauma and Orthopaedic Clinical Programme and a board member of the National Steering Committee for the Reconfiguration of Trauma Services.

Mr Kenny is a graduate of Trinity Medical School and captained Blackrock College SCT, Trinity College (DUFC) 1st rugby team. He has represented Leinster and Munster at senior level and has represented Irish Universities Rugby Union internationally. He was a member of the Shannon RFC team which was the first to win the All Ireland League in consecutive years.

Mr Kenny is a member of the Shelbourne FC medical team.



DENISE CHARLTON

STRATEGIC
MANAGEMENT
CONSULTANT

Denise is a consultant, working with organisations on strategic management, organisational development, leadership development and professional/ team coaching. She has vast experience working in the social justice sector as a strategist, a campaigns expert, a researcher and a commentator. Her areas of expertise include immigration, gender based violence, LGBT rights, coaching, leadership skills and strategy.

Denise Charlton has 25 years' experience in the field of equality, human rights and anti-discrimination and integration issues, at a senior management level. Denise became Chief Executive Officer of the Immigrant Council of Ireland (ICI) in 2003, an independent Law Centre, engaging with migrant rights. Prior to that, she was the Director of Women's Aid, Dublin, an organisation working on issues related to gender based violence. In both roles, she has been involved in representation at local, national and international levels on social justice issues. She has been involved in several European Commission projects specifically in the area of integration, immigration and human trafficking.

Denise has overseen research projects nationally and internationally on immigration, integration, gender and migration, gender based violence, access to justice and human trafficking. Denise has worked with different anti-discrimination bodies and has worked on various governmental and NGO committees and commissions. Denise was the former Co-Chair of Marriage Equality, an initiative working for marriage rights for the LGBT community. Denise is an experienced public speaker and is author of several articles on issues pertaining to discrimination, gender equality, violence against women, immigration/ integration.



LISA AINSWORTH

**BUSINESS LEADER
AND ADVISOR**

Lisa Ainsworth is CEO and co-founder of NuWave Sensors. A DCU Electronic Engineering graduate (1993), Lisa is an experienced global business leader and a former senior executive with GE having spent 18 years of her career working in GE's Industrial Diamonds, Plastics and Capital divisions in Europe and the US.

Through her long career with GE, Lisa moved through progressively senior European and global roles, culminating with her last role as Chief Commercial Officer for the GE Group for UK & Ireland. During her time with GE, Lisa also championed multiple gender diversity initiatives and was recognised with a GE President's Award for her contributions.

Founded in 2014, NuWave has designed, developed and commercialized an IoT platform and a range of smart air quality sensors to continuously monitor airborne contaminants and pathogens in environments where the stability of air quality is essential and rapid diagnosis of contamination events is crucial. NuWave manufactures its products in Ireland and is now shipping its sensor systems globally.

Lisa also has a successful management consultancy business, she chairs the Irish Energy Efficiency Advisory Board and she serves on the Executive of Na Fianna CLG where she is also an active club member and mentor.



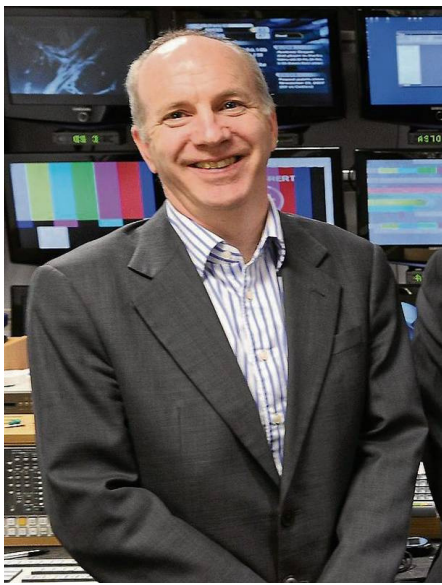
PHIL CARLING

SPORTS MARKETING
& SPONSORSHIP
SPECIALIST

Phil is Managing Director of Global Football at leading sports marketing specialists Octagon Worldwide.

He heads up the division from the company's London office, leading a team of football experts based around the world.

Considered one of the world's leading experts on football marketing, Phil has held senior positions at clubs and federations and has worked with leading sponsors and brands. He served as head of the Commercial Department at the English FA from 1996-2000, and served for six years as Commercial Director of Arsenal FC.



MICKEY O'ROURKE

SPORTS MEDIA
INDUSTRY
BUSINESSMAN

Mickey O Rourke is the co-founder of leading sports broadcaster and rights owner Setanta Sports which was sold to Eir in 2016 and is now known as Eir Sports. He subsequently founded Premier Sports, which recently acquired the Irish broadcasting rights to 53 English Premier League matches.

Mickey is a partner at Danu Partners, which has invested in a range of industries, including sports technology sector, the hospitality industry (including global restaurant business Smith & Wolenskys).

He played football for St Josephs Boys, UCD, Pegasus and currently plays in the Leinster senior Over 35s League with Dundrum.



NIALL MCGRATH

ENTREPRENEUR &
MARKETING EXPERT

Niall McGrath is the co-founder of Fulfil Nutrition, the fastest brand to ever enter Ireland's top 50 brands and led it to global distribution in 22 markets before selling his interest in the business in August 2018.

Niall is passionate about education, business and football and has combined these all along his career. Having completed a double-degree in Business and Law in UCD, he went on to graduate from UCD's Michael Smurfit Business School's M.Sc. in Marketing Practice. While studying he began working for Red Bull who transferred him to Australia to help in launching the brand there. Niall spent 4 years there and played in the local leagues in New South Wales. He transferred back with Red Bull to Ireland and went on to become their Irish Marketing Director before taking on the role of Marketing Director for Richmond Marketing, overseeing brands alongside Red Bull such as Peroni, Hendricks and Miller Beer. Alongside his day job Niall set up Fulfil with his friend and colleague, Tom Gannon before leaving to focus on it full time in June 2016. While back in Ireland Niall played in the UCL and also oversaw the Fulfil sponsorship of the Irish National Football team.

Niall has extensive knowledge in areas such as marketing, sponsorship, events marketing, social media and entrepreneurship and was short listed for both Irish Times Entrepreneur of the Year and the Marketing Institute's Marketer of the Year in 2018.



ROISIN THOMAS

TELEVISION &
MEDIA INDUSTRY

Roisin is Chief Operating Officer at Banijay Rights, one of the world's largest independent distributors of TV content. Based in London, she sits on the senior management board and focuses on operational change, strategic direction and financial performance in the business.

Roisin graduated from Trinity College, Dublin and qualified as a lawyer in Ireland and England. In her early career, she advised on a broad range of corporate and commercial media transactions, before moving into industry and has since worked within a variety of large media businesses including EMI Music and Zodiak Media.

Banijay Rights' theatrical portfolio includes: Millennium: The Trilogy (The Girl With The Dragon Tattoo, The Girl Who Played With Fire, The Girl Who Kicked The Hornet's Nest), and UK box office smash The Inbetweeners 1 & 2.

Finished programming and format highlights include legendary adventure reality game shows Survivor and Fort Boyard; global smash format hit format Wife Swap; Rose d'Or winning game show Wild Things; extreme reality race 71 Degrees North; the classic, controversial reality format Temptation Island; ratings and format hits The Secret Life Of 4 Year Olds; long running premier property brand Location Location Location, and revelatory special forces selection programme SAS Who Dares Wins.



FRANK KEANE

CHARTERED
ACCOUNTANT

Frank is a Partner in EisnerAmper Ireland where he leads the delivery of Business and Compliance Solutions to the Firm's domestic and international clients. EisnerAmper Ireland is a leading professional services and solutions Firm providing specialist services (audit, tax, advisory, risk & regulatory and outsourcing) to niche markets (Government, Financial Services and International Trade). Eisner Amper Global has 200 partners and over 2,000 staff in global hub locations.

Frank is also the Firm's HR Partner. Frank is a lecturer on the Institute of Chartered Accountants' FAE program, previously an external examiner for the Master of Accounting program in UCD as well as an author and lecturer for the Institute of Bankers. Frank is a former member of the Audit Committee of the National Library of Ireland. He has previously served over 10 years on an alumni benevolent committee and has also delivered "careers in accounting" talks at secondary, third level and professional institutions.



ANDREW DOYLE

C O R P O R A T E L A W Y E R

Andrew was Managing Partner in Dublin of a leading international law firm from its establishment in Ireland in 2007 until 2015. During his career as a corporate lawyer he advised on numerous major Mergers & Acquisitions and other corporate transactions.

He is a non executive director of leading corporate finance firm, Pegasus Capital and has served as an advisor to the Tanaiste and Minister for Foreign Affairs Simon Coveney TD on sports governance related matters. He is involved in various professional football related projects in Europe.