

“Be open-minded, resilient and hard-working and you will be able to make things happen the way you want.”

## SHAYNE MURPHY

### SDM Performance



After spending more than 10 years working with elite football clubs in the UK, including Manchester City and Liverpool FC, Shayne Murphy returned home to set up SDM Performance, making his expertise and experience available to a broader range of athletes, teams and businesses.

Originally from Rathcormac in Co. Cork, Shayne left Ireland to prove to himself that he could carve out a career in sports science. He wanted to work in the English Premier League and with the best players around. He quickly began to achieve his goals. After starting out with Cardiff City FC, he went on to work with Blackburn Rovers, Liverpool, the Football Association of Wales and Manchester City.

Now back in Ireland, Shayne works as a consultant with City Football Group, which is a global football organisation. As part of the role he spent two months of pre-season with New York City FC. He is also the Football Scientist for the Scottish FA and is a lecturer with Setanta College. In addition, he continues to work with athletes independently. In between this,

he works out of Navan and Ashbourne in Co. Meath with individuals who want improvements in their daily life or sport.

Having added a Master’s in Sport Science from the University of Central Lancashire to his BSc in Sports and Exercise from the University of Limerick, Shayne decided last year that the time was right for him to return home and branch out on his own. The move has given him the added bonus of getting to spend more time with his family and fiancé.

“SDM Performance was established to transfer my skills and experience to a broader network of people. The business allows me to continue to follow my passion – working in sport. I remain a performance consultant for City Football Group, a global football organisation, and a football scientist for the Scottish national team,” Shayne says.

“Alongside this, I lecture with Setanta College at master’s degree level and help other businesses develop their performance culture. I am also extremely fortunate to help aspiring individuals who

want to excel in their sport or daily lives. Working with the individual to help them achieve their goals has always and will forever give me fulfilment.”

Shayne admits setting up a business was a big step for him and there was a lot he had to figure out along the way. He believes the skills and desire he has shown to make a career in the competitive world of football, will also impact his business positively. “Be open-minded, resilient and hard-working and you will be able to make things happen the way you want,” he says.

He credits the Back for Business programme as a great resource for budding entrepreneurs and is happy with the strides he has made since setting up SDM Performance. He is keen to build on them. “I want to continue improving as a practitioner of sport science and to build on existing consultancies,” he says. “In terms of the individual athletes I work with, I would like to build out the portfolio of clients and eventually employ sport scientists to look after them in the methodology of SDM performance.”



#### POSITION

Founder and Managing Director

#### WHAT WE DO

We provide elite-level fitness assessments and training programmes for individuals, athletes and teams.

#### CONTACT US

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