

“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 ten 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 that he could carve out a career in sports science. He wanted to work in the English Premier League with the best players around. He quickly began to achieve his goals. After starting 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, 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 at Setanta College. In addition, he continues to work with athletes independently. He works out of Navan in collaboration with McEntee Performance Physio, working with individuals who want improvements in their daily lives or sports performance. Shayne has recently started a mentorship programme to help aspiring sports scientists

and strength & conditioning coaches excel in a highly competitive industry. The programme addresses technical knowledge gaps, provokes better thought processes, shares practices and develops a small and trusted community of coaches to ensure all participants develop and grow.

Having added a Master's in Sport Science from the University of Central Lancashire to his First Class BSc Honours 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 bonus of spending more time with his family and wife and now child Leila. “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 an excellent resource for budding entrepreneurs and is happy with his strides since setting up SDM Performance. “Back for Business was an integral part of my decision to leave full-time work and embrace the entrepreneurial world. But crucially, it gave me the confidence to do so. I can't thank Paula, Aine and the team enough”. Shayne is keen to build on the last couple of years. “I want to continue improving as a sports science practitioner and 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 sports 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.

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