

Alex Wolf

Employment History

Liberating Brilliance Ltd (formerly Wolf Sports Performance) – Founder May 2009 – Present

- Consultancy around optimising sports performance focusing on:
 - Organisational and strategic sports performance planning
 - Physical preparation to individuals, teams, and governing bodies.
- Delivery of creativity, personal effectiveness, and leadership development through:
 - Bespoke and personalised consultancy
 - Learning and development programmes
 - One to one and group coaching and mentoring
- Consultancy around the development and deployment of digital creativity and problem-solving solutions for business and sports performance.
- Trusted by Chinese Olympic Committee, Hong Kong Rugby Union, Manchester City Football Club, West Ham United Football Club, English Institute of Sport, Scottish Rowing, Talented Athlete Scholarship Scheme (TASS), City University, and National Centre for Creativity enabled by AI.

Strength and Conditioning Academy Ltd – Founder & Managing Director Feb 2021 – Present

- Digital learning platform providing strength and conditioning education through the provision of online courses, blended learning courses, and in person events
- The learning opportunities available are framed around our principles of problem-solving and creativity, delivered using our content to context learning framework.
- Recognised within the UK as an endorsed learning provider by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)
- Trusted by UK Coaching, Manchester City Football Club, Red Bull Performance, Novavia, and Loughborough University.

Versatek Ltd – Cofounder & Project Lead Nov 2021 – Present

- A start-up company using artificial intelligence to (AI) to solve real world problems at scale and at speed
- Developing an application to collate and sense-make spoken and written text to support reflective practice and problem-solving around performance, well-being, and personal effectiveness.

Wayfaring Partnership May 2017 – Feb 2021

- Wayfaring helps to reimagine the future to live a life that makes a difference. Wayfaring strives to unleash the collective brilliance of staff within an organisation.
- Wayfaring provides supports to individuals and organisations around high performing teams, outstanding leadership, people development, mentoring and well-being

English Institute of Sport

Head of Learning September 2017 – September 2019

- Develop and deliver a future focused Learning and Development Strategy including the learning philosophy and principles, which is accessible and inclusive
- Bring thought leadership to learning in the EIS ensuring that external good practice and innovation is brought into the development and delivery of learning within the EIS
- Work with Group HR Director to develop and deliver learning journeys for all employees of the EIS including leadership, line management and coaching

- Lead the development and deployment of well-being support across the organisation aligned to the organisation's health and performance outcomes
- Work closely with the UK Sport Performance People team to help deliver the UK Sport people strategy and ensure learning journeys are aligned across the high-performance system
- Lead and develop the learning team to ensure their role and work is positioned to support and deliver the learning and development strategy
- Collaborate with UK Sport to develop and deliver the first coach and practitioner development programme within the high-performance system; Collaboration 4 Performance
- Develop a clear strategy for assessing the effectiveness of learning
- Support the Director of Science and Technical Development in the development and delivery of the Technical Development strategy

Head of Strength and Conditioning

June 2013 – August 2017

- Nationally lead, develop, and implement the EIS S&C strategy ensuring appropriate quality assurance standards for personnel, service, delivery, and equipment across the network
- Lead the S&C coach personal and professional development programme through identifying specific requirements for the coach within their role. This includes preparing coaches for their involvement in the buildup to and during the Olympic and Paralympic Games
- Support the Director of Science and Technical Development in the development and delivery of the EIS Technical Development Strategy. This includes leading the successful Skills 4 Performance workshops and placements schemes across all disciplines
- Develop and co-ordinate projects and applied research to develop the applied knowledge around specific performance questions through the application of training science for high performance and rehabilitation. This includes the industrial supervision of 3 PhD studentships and liaising with partner universities and organisations (such as SAS)
- Work collaboratively with Head of Performance Supports to deliver a performance impacting S&C service by being aligned to the philosophical approach and the 'What it takes to win' of each NGB
- Leadership and management of the S&C Technical Leads team
- Working with the Operations team to ensure the S&C staff structure, facilities, and service provision support and promote high performance S&C delivery consistently across all EIS sites

GB Rowing Lead Strength and Conditioning Coach

August 2009 – June 2014

- Work closely with the chief coaches to provide integrated S&C support to senior men, women, and lightweight programmes in preparation for World and Olympic Championships
- Work closely with the Chief Coaches and support team to help the goals of the programme:
 - Retain rowers in the boat by minimising the impact of injuries
 - Mechanical strategies to improve boat speed
 - Metabolic strategies to improve boat speed
- Developed a comprehensive monitoring and diagnostic system to track the effectiveness of interventions. These measurements of the interventions can be linked to performance which resulted in the creating of physical preparation performance modelling
- Leading the development of the multi-disciplinary GB Rowing screening. This includes the organisation of monitoring and feedback systems and the formulation of benchmark data. Proactive programming is completed based upon the results from the screening
- Provide S&C support on UK and international training camps in preparation for international regattas. This includes extensive travel throughout the season

- Established the GB Rowing S&C Philosophy that outlines the systems and structures in place including the benchmarks and standards expected within the programme. The philosophy outlines practices and assessments currently used to systematically develop juniors' rowers to seniors
- Line manage the rowing S&C coaches and placements. This role includes providing professional development opportunities while also managing their work plan
- Manage the decentralised Under 23 and High-Performance Programmes across the network. This includes providing the framework for 14 clubs and programmes to work within. This helps to quality assure the service delivery and standardises protocols and assessments
- Provide coach education to high performance coaches and S&C coaches across the network

UK Athletics Strength and Conditioning Coach

August 2007 – August 2009

Multi-Sport Strength and Conditioning Coach

September 2004 – August 2007

British Olympic Association

Performance Services Manager (Secondment)

February 2016 – September 2016

- Work with the Performance Services team to deliver support in Rio de Janeiro and support those in Belo Horizonte during the 2016 Olympic Games
- Support the Deputy Chef de Mission (Performance Services) in the preparation of the services pre-Games to provide sports the opportunity to prepare in the way they want as part of Team GB
- Integrate the service within the wider Performance Services across all Team GB sites

Education, Qualifications and Professional Development

2012 – 2013	International Olympic Committee	Post Graduate Diploma: Sports Nutrition
2003 – 2004	University College Chichester	MSc: Sports Biomechanics
1999 – 2002	St Mary's University	BSc (Hon) 2:1: Human Biology & Sports Science

- Chartered Management Institute Level 7 Leadership Coaching & Mentoring Diploma (current)
- Level 2 Awareness in Mental Health Problems (2020)
- Spotlight Profile Accredited Practitioner (2020)
- One Smart World: Cognitive Diversity Accredited Practitioner (2020)
- VIEW: An Assessment of Problem-Solving Style Accredited Practitioner (2018)
- UK Sport & Ashridge World Class Mentoring Programme (2018)
- Creative Problem Solving – Facilitative Leadership – Orange Belt (2017)
- Insights Discovery Accredited Practitioner (2017)
- Sports Coach UK Tutor Trainer & Certificate in Tutoring in Sport (2011)
- EIS Line Manager and Mentoring Programme (12 months) (2011)
- EIS & Telos Partners – Leadership and Management Programme (8 months) (2008)