



TEAM COACH PROFILE

Iain Brunnschweiler

Iain has spent over 25 years working in elite sport—first as a player, then as a coach, coach developer, and head of department. His career has been rooted primarily in cricket and football.

As a cricketer, he famously hit the winning runs against Australia in 2001, and as a footballer, he played at Wembley in an FA National Final. Iain sees pressure as a privilege.

Following his playing career, he became Head Coach of the National Development Programme in English cricket before leading a UK Sport-funded department that delivered coaching and coach development solutions across Olympic sports. More recently, Iain has moved into the world of Premier League football, heading up departments at two different clubs. Passionate about supporting others to reach their goals, Iain firmly believes in the potential that people have.

Proud to work with senior teams in

- England and Wales Cricket Board
- The Premier League
- UK Sport
- Britvic
- Virgin Media

Qualifications

- European Mentoring and Coaching Council Accreditation
- Post Graduate Diploma in Executive Coaching
- BSc (hons) Sport & Exercise Science
- Thomas International DISC profile practitioner

Client View

"Iain played a key role in helping us develop as a team. He helped us to define our purpose, agree on our critical priorities and then consider our behaviours. He was calm and assured, and skilfully held us to account."

Impact

Success Measures from recent programmes with national and global clients

- Supported the embedding of a new senior commercial team within a major global FMCG brand. Guided the team towards greater connection, communication and role clarity.
- Enabled the Senior Legal Team of a large pharmaceutical company to review and agree their purpose and commitments to each other, whilst also deepening personal and professional relationships.
- Provided guidance and support for an executive team within the performance arts industry, to help realign their vision statements to their internal targets and people strategy.