



**LTA**  
**COACH**  
**MENTOR**  
**BIOGRAPHIES** 2022/23

# CONTENTS

**02**

**INTRODUCTION  
AND PRICING**

**07**

**MENTOR INDEX  
(SUBJECT  
SPECIALISM)**

**03**

**MENTOR INDEX  
(ALPHABETICAL)**

**10**

**MENTOR  
BIOGRAPHIES**



# INTRODUCTION

LTA Coach Mentors, a cohort of industry experts, have been specially selected to provide bespoke professional development opportunities to LTA Accredited coaches, offering support to help you achieve your goals.

The mentors are all European Mentoring and Coaching Council (EMCC) qualified and have backgrounds across a variety of specialisms. These range from player technical and tactical development, to leadership, management and population specific expertise, e.g. performance/ women and girls/disability.

## WHY ENGAGE A MENTOR?

Mentoring is a key part of the LTA's Coach Development and Support strategy and aims to offer bespoke professional development opportunities to LTA Accredited coaches, that go above and beyond 'off-the-shelf' CPD opportunities. Mentoring can help you, as an individual, develop the knowledge and skills you need to further your career and business.

## PRICING

Coaches (mentees) are expected to pay mentors directly for their services, and should discuss costs with their mentor of choice. There is no set hourly rate for expert mentors due to the variation in their overall profiles.

Agreeing the cost and payment terms should be done as part of the initial contracting session with the mentor and signed by both parties, before commencing any mentoring sessions.

# LTA MENTORS INDEX 1 OF 3



ADAM WHARF

[Profile](#)



ALISTAIR HIGHAM

[Profile](#)



ANA SOARES

[Profile](#)



ANDREW LEWANDOWSKI

[Profile](#)



ANDY KNIBBS

[Profile](#)



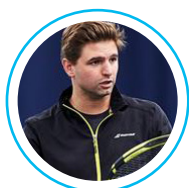
ANGELA CROSSLEY

[Profile](#)



ANNA MYATT

[Profile](#)



BARRY SCOLLO

[Profile](#)



BECCA STRELZYN

[Profile](#)



CHRISTOPHER EVANS

[Profile](#)



CLINT HARRIS

[Profile](#)



CHRISTOPHER HOLLAND

[Profile](#)



CHRIS SANDERSON

[Profile](#)



DAMIAN FULLER

[Profile](#)



DAVID MARTINS

[Profile](#)



DAVID SAMMEL

[Profile](#)

# LTA MENTORS INDEX 2 OF 3



ELLIE LEWIS

[Profile](#)



ELLINORE LIGHTBODY

[Profile](#)



GRAEME THOMPSON

[Profile](#)



JAMES BUSWELL

[Profile](#)



JAMIE TAYLOR

[Profile](#)



JEMIMA KING

[Profile](#)



JO CUNLIFFE

[Profile](#)



JULIE BLACKWOOD

[Profile](#)



JULIE JONES

[Profile](#)



JULIE SALMON

[Profile](#)



KATE WARNE-HOLLAND

[Profile](#)



LOUISE ASSIOUN

[Profile](#)



MARK BULLOCK

[Profile](#)



MARK TENNANT

[Profile](#)



MATT LITTLE

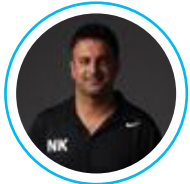
[Profile](#)



MICHAEL JAMES

[Profile](#)

# LTA MENTORS INDEX 3 OF 3



NEIL KAPOOR

[Profile](#)



NICHOLAS ELLIOTT

[Profile](#)



NICK WILLIAMS

[Profile](#)



NIGEL HUNTER

[Profile](#)



PAUL DENT

[Profile](#)



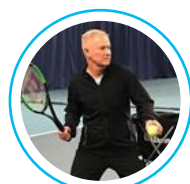
RHYS HANGER

[Profile](#)



RICHARD CRABTREE

[Profile](#)



RICHARD MARKLOW

[Profile](#)



ROB SMITH

[Profile](#)



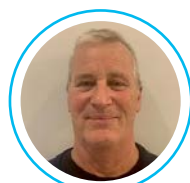
ROBERT WEDLAKE

[Profile](#)



SERGIO GOMEZ-CUESTA

[Profile](#)



STEVEN MCLOUGHLIN

[Profile](#)



SIMON GRIEVE

[Profile](#)



TIMOTHY HILL

[Profile](#)



TOM ELLIS

[Profile](#)

# LTA MENTOR SPECIALISMS

Mentors are listed by their first specialism. Some mentors have more than one specialism, which are all listed on individual profiles.

## COACHING METHODOLOGY (INCLUDING SKILL ACQUISITION AND LEARNING)

JAMIE TAYLOR

[Profile](#)

PAUL DENT

[Profile](#)

STEVEN MCLOUGHLIN

[Profile](#)

TOM ELLIS

[Profile](#)

## PLAYER TECHNICAL AND TACTICAL DEVELOPMENT

ALISTAIR HIGHAM

[Profile](#)

JAMES BUSWELL

[Profile](#)

JULIE SALMON

[Profile](#)

SERGIO GOMEZ-CUESTA

[Profile](#)

## BUSINESS GROWTH & PROGRAMMING STRATEGY

ANGELA CROSSLEY

[Profile](#)

JULIE JONES

[Profile](#)

MARK TENNANT

[Profile](#)

NICHOLAS ELLIOTT

[Profile](#)

NICK WILLIAMS

[Profile](#)

NIGEL HUNTER

[Profile](#)

TIMOTHY HILL

[Profile](#)

RICHARD MARKLOW

[Profile](#)

KATE WARNE-HOLLAND

[Profile](#)

## IT AND BUSINESS MANAGEMENT SYSTEMS

ROBERT WEDLAKE

[Profile](#)

# LTA MENTOR SPECIALISMS

Mentors are listed by their first specialism. Some mentors have more than one specialism, which are all listed on individual profiles.

## DIGITAL MARKETING & SOCIAL MEDIA

DAVID MARTINS

[Profile](#)

## COMMUNICATION AND STAKEHOLDER INFLUENCING

NEIL KAPOOR

[Profile](#)

## PLAYER PSYCHOLOGICAL DEVELOPMENT

ANA SOARES

[Profile](#)

ANDY KNIBBS

[Profile](#)

JULIE BLACKWOOD

[Profile](#)

## POPULATION SPECIFIC SPECIALIST (DISABILITY/WOMEN & GIRLS/AGE)

ANNA MYATT

(Women and girls, disability)

[Profile](#)

JEMIMA KING

(Women and girls)

[Profile](#)

JO CUNLIFFE

(Women and girls, disability)

[Profile](#)

LOUISE ASSIOUN

(Disability, women and girls)

[Profile](#)

MARK BULLOCK

(Disability)

[Profile](#)



# LTA MENTOR SPECIALISMS

Mentors are listed by their first specialism. Some mentors have more than one specialism, which are all listed on individual profiles.

## POPULATION SPECIFIC SPECIALIST (PERFORMANCE)

ANDREW LEWANDOWSKI  
(Performance)

[Profile](#)

BECCA STRELZYN  
(Performance)

[Profile](#)

CHRIS SANDERSON  
(Performance)

[Profile](#)

CLINT HARRIS  
(Performance)

[Profile](#)

DAVID SAMMEL  
(Performance)

[Profile](#)

ELLINORE LIGHTBODY  
(Performance)

[Profile](#)

GRAEME THOMPSON  
(Performance)

[Profile](#)

MICHAEL JAMES  
(Performance)

[Profile](#)

RHYS HANGER  
(Performance)

[Profile](#)

RICHARD CRABTREE  
(Performance)

[Profile](#)

ROB SMITH  
(Performance)

[Profile](#)

SIMON GRIEVE  
(Performance)

[Profile](#)

KATE WARNE-HOLLAND  
(Performance)

[Profile](#)

## ENVIRONMENT SPECIFIC SPECIALIST (PARKS, SCHOOLS AND HIGHER EDUCATION, CLUB VENUES)

BARRY SCOLLO  
(University tennis)

[Profile](#)

CHRISTOPHOR EVANS  
(Club and park venues)

[Profile](#)

ELLIE LEWIS  
(Parks, schools and club venues)

[Profile](#)

## SAFEGUARDING

CHRISTOPHER HOLLAND

[Profile](#)



## ADAM WHARF

**LOCATION:**  
**WARWICKSHIRE, MIDLANDS.**

**EMAIL:**  
a\_wharf@yahoo.co.uk

LTA Profile

Mentor Index

**SPECIALISMS:**  
**POPULATION SPECIFIC SPECIALIST - PERFORMANCE**

**MENTORING STYLE:**

I am here to listen to you and help enable what you would like to achieve for yourself. Whatever it is you have in your mind, big, small or not sure where to start. I will endeavour to get the best from you.

**CURRENT ROLE:**

I currently work for inspire2coach overseeing the performance aspect of the business. Delivering the programme design for The Shrewsbury Club (Local Player Development Centre) While also overseeing the programme design for the other 25 clubs in the business and providing team training for all coaches involved under the i2c banner.

**PREVIOUS ROLE(S) AND EXPERIENCE:**

I have a broad span of performance based experiences including;

- Programme organisation and development, people development.
- International academies, integration in LTA Regional Performance Centres, individual Coach Education and local player development centres.
- Budgets and costings, private academies, self employment, working with county set-ups.

I am an ex low level professional world ranked in both singles and doubles. I have coached in a multitude of areas of 'performance' tennis including;

- Private coaching at Bollitieri's.
- Running my own business.
- Working for David Lloyd and Running Edgbaston Priory as a High Performance Centre.

All of which has fortunately given me a very broad understanding of British tennis, who is involved and what it entails. Constantly learning and always reflecting on what I have learnt. Which I hope can assist you to. I have interest in all key areas of performance tennis mental, physical, tactical and technical and have worked, listened and read from some of the best. My knowledge is practical based with coming up 20 years of varied experience and current day to day work with a variety of ages and levels.

**QUALIFICATIONS AND TRAINING:**

- Level 5 Master Performance coach.
- Trained masseuse, to go alongside my mentor qualification.



## ALISTAIR HIGHAM

**LOCATION:**  
**NOTTINGHAM. MIDLANDS.**

**EMAIL**  
coachingedgeuk@icloud.com

LTA Profile

Website

Mentor Index

### **SPECIALISMS:**

- **PLAYER TECHNICAL AND TACTICAL DEVELOPMENT**
- **COACHING METHODOLOGY** (including skill acquisition and learning)

### **MENTORING STYLE:**

I take very much an individual approach, believing the coach is in charge of their own learning. When approaching a specific issue, my approach is best described as a 'shoulder to shoulder' approach.

### **CURRENT ROLE:**

- Great Britain Student Team Manager, winning 9 international medals. Team members have included Joe Salisbury, Jonny O'Mara and Maia Lumsden.
- National Lead on all aspects of university tennis in Great Britain for the LTA including participation, performance, competition and workforce development.
- Mentor for the Premier League, mentoring football coaches and coach educators.
- LTA Tutor on MCC and CTS courses.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- LTA Head of Coach Education and Development responsible for agreeing Coaching Methodology content for all courses including skill acquisition and long term athlete development.
- Lead Tutor of the LTA's Performance Coach Award (PCA) working with leading experts in the technical and tactical field including Judy Murray, Paul Dent, Keith Reynolds, Bruce Elliott, Louis Cayer, Paul Annacone.
- 16U GB National Coach travelling to the world's top international tournaments when the 2015 Davis Cup World Champions were developing as players.
- LTA's Overall Lead for National Learning Programme for AASE and specific lead for Coaching Observations of Coaching in High Performance Centres awarded Grade 1 Outstanding by OFSTED in 2014 for AASE.

### **QUALIFICATIONS AND TRAINING:**

- B.Ed Degree in Teaching.
- LTA Certificate in Tutoring Skills (CTS).
- A1 Assessment qualification City and Guilds.
- V1 Verification qualification Edexcel.
- LTA Level 5 Professional Coach.



## ANA SOARES

**LOCATION:**  
**SURREY, LONDON.**

**EMAIL:**  
anadsoares@gmail.com

[Website](#)

[Mentor Index](#)

### **SPECIALISMS:**

- **PLAYER PSYCHOLOGICAL DEVELOPMENT**

### **MENTORING STYLE:**

My approach is client-focused, guiding and encouraging the mentee to achieve their own objectives. I am happy to share my own experience but my main goal is to support coaches on their own journey.

### **CURRENT ROLE:**

- Performance psychologist for Southampton Football Club.
- Psychology Lecturer at the AECC University College.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Barcelona Total Tennis Academy sport psychologist, working with ATP top 50 players, juniors and Davis Cup coaches (2009-2015).
- Ace Team Academy (Lisbon) sport psychologist, working with junior players (2010-2011).
- Loughborough University assistant lecturer (2016-2017).

### **QUALIFICATIONS AND TRAINING:**

- Currently completing doctoral thesis on the Psychology of Momentum and Turning Points at the University of Winchester.
- Sports Performance Psychology postgraduate studies (Autonomous University of Barcelona).
- Master's degree in Psychology (University of Lisbon).
- The psychology of turning points in tennis (ITF Coaching & Sport Science Review with Dr Chris Harwood): **CSSR 71 ENG.pdf**

[Download](#)



# ANDREW LEWANDOWSKI

**LOCATION:**  
**UK BASED.**

**EMAIL:**  
andrew.lewandowski@middlesextennis.org.uk

LTA Profile

Linkedin

Mentor Index

## **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST - PERFORMANCE**

## **MENTORING STYLE:**

My mentoring philosophy enables individuals to GROW and develop their full potential through an empathetic check/challenge approach allowing for self reflection, discovery and strategic solution based goals and actions.

## **CURRENT ROLE:**

### **PERFORMANCE TENNIS SPECIALIST CONSULTANT**

- I develop programmes, teams and individuals across a range of performance environments.
- I advise players and coaches around formative year development (6 to 18), and those who aspire to compete internationally.
- I mentor leaders and coaches around self development, career mapping and business progression.

## **PREVIOUS ROLE(S) AND EXPERIENCE:**

- LTA International Team and player manager.
- Leader and Manager to over 200 coaches.
- LTA player/coach talent development expert.
- Mentor to many coaches currently working in senior performance roles.

## **QUALIFICATIONS AND TRAINING:**

- 2016 Graduate UK Sport/EIS P3 High Performance Programme.
- Level 5 LTA Coach.
- Lecturer ESCP Business School London Campus.
- ITF Junior development Task Force.
- ITF, USTA and Tennis Europe Conference Speaker.



## ANDY KNIBBS

### LOCATION:

**HERTFORDSHIRE, CENTRAL AND EAST. LONDON AND SOUTH EAST.**

### EMAIL:

andy@coachingkids4selfbelief.com

LTA Profile

Mentor Index

### SPECIALISMS:

- **PLAYER PSYCHOLOGICAL DEVELOPMENT**
- **COACHING METHODOLOGY** (including skill acquisition and learning)

### MENTORING STYLE:

Creating and building desire, learning in an enjoyable and fulfilling manner, and optimising potential, are what I enjoy the most in facilitating others to achieve their desired outcomes.

### CURRENT ROLE:

#### PERFORMANCE TENNIS SPECIALIST CONSULTANT

- Certified Inner Game Methodologies Facilitator (Certified by The Inner Game Institute. U.S.).
- Delivery of Inner Game of Tennis Workshops to Tennis Coaches in UK/Europe.
- Founder of Coaching Kids 4 Self Belief.
- Developer of Online Coaching Programmes/courses.
- LTA Tutor and Coach.
- Tutor for Tennis Foundation.
- LTA Safeguarding Tutor.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- 2019 – Trained and mentored by Timothy Gallwey, author of the Inner Game. Organiser of ‘The Inner Game UK Conference for Sports Coaches’.
- 2010 – present. Owner of Coaching Kids 4 Self Belief. Delivery of The Inner Game and Performer-centred Coaching Workshops to Sports Coaches. Produced 2 x Online Coaching Courses.
- 2003-2010. Co-founder of Inner Works Coaching UK. Delivery of Inner Game programmes/workshops to various National Governing Bodies in Sport, County Sports Partnerships and Sports Charity Organisations.
- 2007 – present. LTA tutor UKCC qualifications and Schools Tennis.

### QUALIFICATIONS AND TRAINING:

- 2020 – Certified Inner Game Methodologies Facilitator.
- 2019. Certified Inner Game of Tennis Coach. Trained and mentored by Timothy Gallwey, author of the Inner Game.
- M.Sc Counselling Psychology. (1999). 3 years part-time study, with final dissertation on ‘Stress in tennis coaching – A Cognitive and Behavioural Intervention.
- 2002 – 2003. BTCA Inner Tennis Tutor. Trained with Sir John Whitmore.



## ANGELA CROSSLEY

**LOCATION:**  
**YORKSHIRE, NORTH.**

**EMAIL:**  
acrossley@ac-tenniscoaching.co.uk

LTA Profile

Website

Mentor Index

### **SPECIALISMS:**

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **ENVIRONMENT SPECIFIC SPECIALIST** (club venues)

### **MENTORING STYLE:**

Open and honest mentoring style helping you develop as a person and your coaching business.

### **CURRENT ROLE:**

- Owner and Tennis Director of a multi venue coaching business managing a team of coaches to deliver a high quality tennis experience for adults and children of all ages and abilities. Also a large schools outreach programme.
- Coach educator for level 1&2 and Teacher training courses.
- LTA Coach of the Year 2014.
- Management Committee member of Yorkshire Tennis.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Played tennis to county level and played 1st team ladies for Leeds Beckett University whilst completing my undergraduate and Masters there.
- Was University Tennis Co-ordinator at Leeds Beckett University running the student and junior programme there.

### **QUALIFICATIONS AND TRAINING:**

- Level 4 Performance Tennis Coach.
- CTS – Coach Education Tutor.
- BA (Hons) Physical Education.
- Certificate in Higher Education – Sports Psychology.



## ANNA MYATT

**LOCATION:**  
**SCOTLAND.**

**EMAIL:**  
anna.myatt@tennisscotland.org

**PHONE:**  
+44 (0) 7958 20293

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (women and girls, disability and 8&U)
- **LEADERSHIP AND MANAGEMENT**

### **MENTORING STYLE:**

I am an approachable, warm person and bring a wealth of experience to my mentoring, which I believe can be of use to others. I listen carefully to what you want to achieve and help you work towards these goals in a focussed and effective way.

### **CURRENT ROLE:**

I have recently moved Job to become Workforce Manager for Tennis Scotland, responsible for the Coach and Volunteer pathways for those involved in Tennis in Scotland . For 21 years before this, I was the Tennis Development Officer for Edinburgh Leisure. I ran a programme for 850 children and 300 adults per week on coaching courses for all age groups (3-18) and abilities and manage 38 employed and self-employed coaches who work in delivery of this programme.

- I am a tutor for the following LTA Courses:
- Level 1, 2 3 Coach Education Courses.
- Mini Tennis, Cardio, Safeguarding and Teachers Courses.
- Disability and Wheelchair Tennis Courses.
- She Rallies Ambassador.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- I have created pathways for junior players from Mini Tennis to County Level and have always focused on providing a programme that is easy to access, of high quality and provides the appropriate progressions for children.
- I have developed a large number of coaches, volunteers and apprentices to achieve the delivery of the programme.
- I am passionate about delivering an inclusive programme and set up our first Disability sessions 15 years ago. I am also a Director of inclusive tennis charity, Accessible Tennis.

### **QUALIFICATIONS AND TRAINING:**

- I am an LTA Level 5 Coach with over 20 years Coaching and Coach Management experience.
- As a Triathlon (level 3) and Swim (level 2) Coach I have experience of coaching in different environments.





## BARRY SCOLLO

### LOCATION:

**BATH AND NORTH EAST SOMERSET,  
WILTSHIRE AND SURROUNDING  
COUNTIES IN THE SOUTHWEST.**

### EMAIL:

b.s.scollo@bath.ac.uk

LTA Profile

Mentor Index

### SPECIALISMS:

- **ENVIRONMENT SPECIFIC SPECIALIST** (university tennis)
- **LEADERSHIP AND MANAGEMENT**
- **PLAYER TECHNICAL AND TACTICAL DEVELOPMENT**

### MENTORING STYLE:

Highly supportive and highly challenging to help support and produce effective results for my mentees.

### CURRENT ROLE:

Director of Tennis – TeamBath, University of Bath.

- Manage and Lead a team of 25 Coaches and support staff.
- Oversee performance pathway LPDC/RPDC to senior academy.
- TeamBath has support club and school network and over 3,500 people involved in all programmes.
- Currently GB University Coach/Captain.
- LTA Coach of the Year 2009/10.
- LTA National Award for University of the Year 2020.
- Influential in bringing the Fed Cup in 2019 to Bath after no home ties for 26 years.
- Tournament Director for a number of key events.
- Supported the transition of over 50 players to senior international tennis and US College.
- Presenter on LTA Parents Performance Behaviours workshop.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- LTA National Coach and LTA National Academy Performance Coach 2004 – 2007.
- GB Student player 2000 – 2004.
- ATP ranked in singles and doubles 1999 – 2001.

### QUALIFICATIONS AND TRAINING:

- LTA MPC.
- Masters degree in Education and BA in Sports Development and Coach Education.
- ILM level 7 Leadership and Management.
- CTS Qualified Tutor.
- Over 20 years of Coaching Experience of all levels.



# BECCA STRELZYN

**LOCATION:**  
**WALES.**

**EMAIL:**  
rstrelzyn@gmail.com

LTA Profile

Mentor Index

## **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Performance)

## **MENTORING STYLE:**

As an experienced coach I have the knowledge and insight to help fellow coaches take the next step in their development. Offering impactful mentoring packages that can combine both on and off court sessions. I work with coaches to identify and navigate towards achieving their professional and personal goals.

## **CURRENT ROLE:**

- As a full-time coach I work with players from county to national level aged 8-14yrs.
- As a qualified LTA tutor, I deliver qualifications & CPD across the UK.
- I support Tennis Wales in the delivery of their performance strategy through involvement in Wales national training camps and county pathway support.

## **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Previously Head Performance Coach in two LTA Accredited performance venues. Leading on an interdisciplinary approach to player development and managing the performance programme. I have extensive experience in player development in the 8-14yrs age group, working with many players to national level.
- As Tennis Wales 12U Pathway Manager I had a key role in talent recruitment and development of our youngest age groups.
- With a passion for coaching emerging from a junior county level playing background I continue to play county tennis.

## **QUALIFICATIONS AND TRAINING:**

- LTA Level 5 Performance Coach.
- CTS Qualified Tutor.
- EMCC / LTA Accredited Mentor.
- Part of a small group of tutors delivering the coach training for the LTA Youth programme launch in 2020. This included having the opportunity to present at the Tennis Wales Coaches Conference the same year.



## CHRISTOPHER EVANS

**LOCATION:**  
**NORFOLK, SOUTH EAST.**

**EMAIL:**  
chris@nationaltennis.org.uk

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **ENVIRONMENT SPECIFIC SPECIALIST** (club and park venues)
- **LEADERSHIP AND MANAGEMENT**

### **MENTORING STYLE:**

I am easy to talk to which is good as I like to start by fully understanding a mentees situation through open conversation, this will often involve questions and attentive listening. Once I have a good understanding I like to listen, advise and share my own experiences in similar situations.

### **CURRENT ROLE:**

- For 15 years I have led a social enterprise organisation which manages 35 full time tennis coaches that provide coaching in 25 tennis venues which are a mixture of Clubs, Parks, Leisure Centres and Schools.
- In addition we fully operate 14 venues which are mainly parks.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Tennis has been a big passion throughout my life and I have played competitively most of my life. I still take great interest in coaching, developing my game and love the professional game as a fan.

As a coach, I have experience in developing players from mini red to a regional level and building a performance structure to achieve this on a larger scale. This was achieved in turning a normal club into a county performance centre.

I have 7 years experience working within the corporate tennis market, working as a Racquets Manager for Esporta, Virgin Active and David Lloyd.

### **QUALIFICATIONS AND TRAINING:**

- My academic background includes a degree in business.
- I have achieved my LTA Level 4 performance status.

However, the majority of all my learnings have come from first hand experience and personal research with a passion to excel!



## CLINT HARRIS

**LOCATION:**  
**LONDON & SOUTH EAST.**

**EMAIL:**  
clint.harris2019@gmail.com

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Performance)
- **ENVIRONMENT SPECIFIC** (Indoor and Outdoor Tennis Centre and Clubs)

### **MENTORING STYLE:**

Encouraging, Empathetic, Inspirational, Ideates, Open and Honest. Fostering within the individual a greater understanding of self. I have been predominantly involved in performance tennis both in the UK, Germany and New Zealand.

### **CURRENT ROLE:**

I'm currently Head of Tennis for Virtus Leisure Management based in the south east of England.

- Responsibilities are;
- Leading coaching teams.
- Planning and Strategy.
- Recruitment.
- Tutoring and supporting coaches.
- On court delivery.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- I played on the professional circuit for five years and represented New Zealand Internationally. Represented Kent in the County Cup.
- Founded the Bromley Tennis Academy, which was an LTA High Performance Centre and delivered the AASE programme.
- Individually worked with National and International players for more than thirty years.
- Facilitated the development of coaches and teams within tennis and business.
- National Coach in New Zealand, Head Coach the Berliner Schlittschuh Club in Germany, Director of Tennis for the Parklangley club in Kent and Tutor for the LTA.
- Experienced in the Business and Management of Tennis Centres.

### **QUALIFICATIONS AND TRAINING:**

- LTA Master performance coach New Zealand 'Registered Professional' coach and previous LTA tutor.



## CHRISTOPHER HOLLAND

### LOCATION:

**MIDLANDS, LONDON & SOUTH EAST.  
NATIONWIDE VIA ZOOM.**

### EMAIL:

thecoachacademy01@gmail.com

LTA Profile

Website

Mentor Index

### SPECIALISMS:

- **SAFEGUARDING**

### MENTORING STYLE:

With over 44 years' experience in tennis I have a broad spectrum of knowledge and experience both on and off court. I feel the key skills in mentoring are listening, empathy, and being non-judgemental. These are skills I have developed over my career and I now specialise in Safeguarding knowledge and delivery.

### CURRENT ROLE:

- Training a new team of Safeguarding Tutors.
- Delivering Safeguarding and Time To Listen Courses.
- Tutor for Growing The Game CDC. Delivering Coach Education Courses and CPD.
- Schools Courses.
- Delivering and running a small team of coaches at a local school.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- Played County Tennis for Cheshire.
- Head Coach at Great Missenden Tennis Club for 4 years.
- County Coach and Development Officer for Berkshire.
- Worked overseas in the Middle East, Cyprus and Kenya.
- Director of my own Coach Education Company - The Coach Academy - for 11 years.

### QUALIFICATIONS AND TRAINING:

- LTA Level 5 (Pro) Coach.
- EMCC Foundation Certificate in Transformational Coaching.
- I.A.P.S Qualification. (Internal Verification).
- Diploma in Sports Psychology.



## CHRIS SANDERSON

### LOCATION:

**NORTHUMBERLAND, NORTH REGION.**

### EMAIL:

chrissanderson@hotmail.com

LTA Profile

Mentor Index

### SPECIALISMS:

- **POPULATION SPECIFIC SPECIALIST** (Performance)

### MENTORING STYLE:

My objective is the personal development of the mentee through an open, respectful and challenging relationship. I will support and motivate the mentee to develop their skills, increase their awareness and ultimately improve their confidence and the success of their performance.

### CURRENT ROLE:

- Academy Manager and Head Coach 2004 to present.
- County Development Coach 1998 to 2004.
- LTA County Performance Officer 1995 to 1998.
- LTA Level 4 Coach.
- 30 years tennis coaching experience.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- I set up The Northumberland Tennis Academy (NTA) in 2004 and have enjoyed numerous successes for the programme and its players during that 16-year period. Based in Newcastle our track record of working with and producing top national and international level juniors is something we are very proud of.
- The experiences I have gained working with players, parents and a team of coaches, along with travelling extensively has given me the tools I need to deliver effective and successful mentoring sessions.
- My previous mentoring contracts have been tennis specific but also more general in relation to developing the person not just the coach. Seeing those improvements and being able to influence change in such a positive way is what drives me as a mentor.



## DAMIAN FULLER

### LOCATION:

**BERKSHIRE, CENTRAL & EAST.**

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LTA Profile

Website

Mentor Index

### SPECIALISMS:

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **LEADERSHIP AND MANAGEMENT**
- **COMMUNICATION AND STAKEHOLDER INFLUENCING**

### MENTORING STYLE:

A combination of Directive and Non-Directive coaching / mentoring always looking to encourage and challenge the mentee to own the process. Supportive and educational whilst also allowing mentees to grow, develop and take ownership and responsibility for their own ideas.

### CURRENT ROLE:

- Director of Tennis, Bradfield Tennis Centre; responsible for project management, and programming of Commercial and College Tennis. Developing a sponsorship portfolio with local businesses to support emerging talent and “open up” tennis to the wider community.
- Berkshire LTA Committee member and County Cup Captain for Girls 18 and 14 & under teams.
- Berkshire LTA County Coach Mentor. Coaching and Mentoring a wide range of coaches within the county with 60+ hours of support already provided
- Director of FutureSelf Coaching & Mentoring: A Coaching and Mentoring provider to people within Business, Management, Coaching and Sports sectors with 100+ hours of coaching and mentoring already delivered.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- Former coach to Lucy Shuker (World Ranked #3).
- Director of South Coast Tennis founded in 1997 - 2007, managing business relationships with key stakeholders, clubs and committees across Sussex and Kent. Sold the company in 2007.
- Founder of the South Coast Tennis Academy.
- Head of Performance Exmouth Tennis Centre, coach to five top ten GB junior players two of which competed at Tarbes.
- Previous experience of working in sales and project management.
- Keynote speaker at 1999 USPTR National symposium.

### QUALIFICATIONS AND TRAINING:

- LTA Master Performance Coach.



## DAVID MARTINS

**LOCATION:**  
**LONDON & SOUTH EAST.**

**EMAIL:**  
david@tennisbusinessacademy.com

Website

Mentor Index

### **SPECIALISMS:**

- **DIGITAL MARKETING & SOCIAL MEDIA**
- **IT AND BUSINESS MANAGEMENT SYSTEMS**
- **LEADERSHIP AND MANAGEMENT**

### **MENTORING STYLE:**

Keen to help coaches improve their systems and processes and grow their businesses.

### **CURRENT ROLE:**

- Founder and Director of the Tennis Business Academy where I create and provide support and resources to help coaches and clubs succeed.
- Co-founder and Director of Tennis 21 a tennis coaching business providing sessions for all ages and abilities.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- 4 years working in a business consultancy; Managed a department of 20+ consultants and helped it grow to £2M+ in revenue; Worked directly or indirectly with 100s of businesses of all sizes.
- Delivered dozens of CPD courses on business topics to over 500 coaches across the country.
- In charge of the business module on the LTA Level 5 Master Club Coach Qualification since 2018. Responsible for creating and delivering all content.
- Speaker at the LTA National Coaches Conference in 2018.
- 10+ years of on-court coaching experience.
- 1 ATP Doubles point as a player.

### **QUALIFICATIONS AND TRAINING:**

- LTA Level 4 Club Coach Qualification.





## DAVID SAMMEL

**LOCATION:**  
**WEST YORKSHIRE.**

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david@lockerroompower.com

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Performance)

### **MENTORING STYLE:**

Honest and insightful, I will get to the real issue or problem quickly. I have huge experience in the mindset required for elite level coaching and playing, so if you are ambitious, have a sense of humour then you will do well and enjoy the process. I get results in the real world and have dozens of testimonials.

### **CURRENT ROLE:**

- ATP official tour coach, consultant head coach for TeamBath academy, author, mentor for several private clients and founder of Mindset College an online mindset coaching programme.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- A tennis coach of thirty years I have coached dozens of players to represent their countries in International team competitions and the Olympics. My holistic approach has led to specialist knowledge in advising coaches, parents and competitive athletes to negotiate the difficult road to becoming a successful pro. I have experience managing teams of coaches both at club and academy level, so my lens is incredibly broad. If I cannot help on a specific issue there is every probability, I will know who can.

### **QUALIFICATIONS AND TRAINING:**

- BA Econ and English, European Mentoring EMCC Certificate, ATP Tour Coaches Member, Global Pro Tennis Coaches Assoc. (GPTCA) – Certified Class ‘A’ Coach, The City and Guilds of London Institute Leadership certificate.
- Author of #1 best-seller “Locker Room Power”, contributed to best-sellers, Fit for Purpose Leadership Volumes 1&2. Accomplished conference speaker.



## ELLIE LEWIS

**LOCATION:**  
**WALES.**

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LTA Profile

Mentor Index

### **SPECIALISMS:**

- **DEVELOPING A WORKFORCE** (building relationships)
- **COMMUNICATION AND STAKEHOLDER INFLUENCING TO ENHANCE TENNIS COACHING PROGRAMMES**
- **POPULATION SPECIFIC SPECIALIST** (women & girls disability)

### **MENTORING STYLE:**

I believe in a flexible approach to mentoring, tailored around each individual need. I am passionate about people development and supporting careers through the tennis coaching industry. I am very positive in nature and my core values are Integrity, Kindness and Compassion.

### **CURRENT ROLE:**

In my current role, I jointly run a variety of coaching programmes across South Wales including park sites, indoor centres, and member clubs. I am a level 4 Senior Performance Coach working regularly on court with all ages and abilities, I am also an LTA Assistant co-tutor and ECAA Mentor. I am responsible for the development of our workforce, including coaches, assistants, volunteers, and young people working across our tennis venues. I also lead on our U10 performance programme, one of only two within Wales, where we are establishing a pathway for players to thrive by providing an environment of 'fun through learning.'

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

I have an extensive experience in developing coaches, volunteers, and venues in the tennis industry with over 20 years' experience, including 17 years with the National Governing Body - Tennis Wales:

- Have delivered the Tennis Wales young Coaches Mentoring programme.
- Have worked for several years in performance tennis, delivering new county training and national performance programmes across Wales.
- Have planned and created the Tennis Wales Coach Development Centre following a successful application to become one of only 12 providers across GB.

### **QUALIFICATIONS AND TRAINING:**

- Level 4 Senior Performance Coach.
- LTA Assistant co-tutor and ECAA Mentor.



## ELLINORE LIGHTBODY

**LOCATION:**  
**WALES.**

**EMAIL:**  
ellinore.lightbody@tennisscotland.org

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Performance)

### **MENTORING STYLE:**

Primarily a non - directive style, I like to be patient and build towards your goals facilitating and supporting you towards what you want to achieve.

### **CURRENT ROLE:**

National Pathways Coach, Scotland.

- Establish programmes (training and competitive) for players 10 – 14's.
- Deliver squads and camps for National Players. Coordinate trips to competition – domestic and international.
- Communication: players, parents and individual coaches focused on the all - round development of individuals. Presentations, workshops and individual meetings.
- Selection processes, reporting, goal setting and planning schedules and budgeting.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Played pro tennis for 3 years - a WTA ranking of 181 following a teaching (PE) degree. Competed at Wimbledon MD, French and US Open Qual.
- Managed the Hong Kong junior programme captaining the World Youth Cup and Junior National Teams. Played and captained the Federation Cup teams.
- ITF World Touring Team with junior Grand Slam success.
- Rover National Training Coach and Girls 14u Age Group Captain: LTA.
- National Coach Roles for British Tennis, Tennis Wales and Tennis Scotland.
- Worked with many coaches supporting the development of players and building winning GB teams, progressing to the World Cup Finals on 3 occasions.
- On court captain at many competitions working and developing ways of coaching and communicating to create an enjoyable learning environment that brings success.

### **QUALIFICATIONS AND TRAINING:**

- Degree Human Movement Studies and Geography as a PE Teacher.
- Level 5 Master Performance Coach.
- Presented at Tennis Europe AGM and conference, Japan TA coaches forum, and Tennis Wales, Scotland and LTA South West Coaches conferences. Latest qualification being the Foundation Certificate in Mentoring and Coaching.



## GRAEME THOMPSON

**LOCATION:**  
**SCOTLAND.**

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Website

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Performance)
- **COACHING METHODOLOGY** (including skill acquisition and learning)
- **BUSINESS GROWTH AND PROGRAMMING STRATEGY**

### **MENTORING STYLE:**

Helping people to fulfil their maximum potential. Done through active listening and good questioning, which generates greater insights and perceptions for the mentee, leading to better and more effective decisions and behaviours.

### **CURRENT ROLE:**

- Coach and mentor in sport and business including Vistage Chair;  
<https://vistage.co.uk/vistage-chair/>

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- I was a Performance Director in three sports – Rugby League, Water Polo, Curling/Wheelchair Curling. I recruited, managed and developed coaches, who led teams to world level success.
- I was a Team Leader at the 2018 Olympic and Paralympic Games.
- I was the England team manager at the Rugby League World Cup. Also oversaw the talent pathways in all three sports.
- I also have 20 years Board experience including chairing the World Governing Body of Rugby League.

### **QUALIFICATIONS AND TRAINING:**

- I have a postgraduate diploma in Sports Coaching Studies.



## JAMES BUSWELL

### LOCATION:

**NORTHAMPTON, CENTRAL  
& EAST REGION.**

### EMAIL:

Jamesbuswell@aol.com

LTA Profile

Mentor Index

### SPECIALISMS:

- **PLAYER TECHNICAL AND TACTICAL DEVELOPMENT**
- **COACHING METHODOLOGY** (including skill acquisition and learning)

### MENTORING STYLE:

Non-directive mentoring style to support the professional development and achievement of personal objectives and goals. Establishing a strong relationship is at the forefront. Mentoring sessions will involve open discussion (listening to understand, asking questions to raise awareness, sharing experiences) to solve problems, advance knowledge, shift perceptions and generate practical ideas.

### CURRENT ROLE:

- Head Coach at an international academy in Spain. Responsible for the development of junior and senior academy players. Part of the senior management team. Mentor to academy coaches.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- Competed at junior national level and a multiple county champion (junior and senior).
- Played college tennis in Texas, USA, part of a national championship winning team.
- Over 26 years coaching experience.
- Held numerous Head Coach roles in leading UK performance centres (e.g. Batchwood, Loughborough).
- Former LTA Regional Performance Coordinator.
- Developed a range of players to national and international level. Some of which have won national events, represented Great Britain, competed in Junior Grand Slams and achieved senior world rankings.
- Coached a number of senior professional players with ATP/WTA world rankings.

### QUALIFICATIONS AND TRAINING:

- MSc degree Applied Sport Science.
- Level 5 Master Performance Coach.
- LTA Coach Tutoring Skills and LTA Mentor (EMCC European Quality Award).
- 'Keynote Speaker' LTA National Coaches Conference.
- Presented at LTA National Coach Forums.
- Tutored LTA Awareness of Standards workshops (Le Petits As Tarbes, U12 Queenswood International).
- Delivered workshops and provided consultancy on 'player development' topics.
- Mentored many coaches through LTA qualifications.
- LECTURED degree level in 'The Principles of Coaching' and guest speaker at universities on performance coaching.



## JAMIE TAYLOR

**LOCATION: MIDLANDS.**

**EMAIL:**

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**TWITTER**

@JtGreyMattersUK

Website

Linkedin

Mentor Index

### **SPECIALISMS:**

- **COACHING METHODOLOGY** (including skill acquisition and learning)
- **PLAYER PSYCHOLOGICAL DEVELOPMENT**
- **POPULATION SPECIFIC SPECIALISM** (Performance)

### **MENTORING STYLE:**

My life's passion has been coaching. I now spend my time developing coaches across a wide range of sports and academically, in coaching as a field. Just as I believe it is a coach's role, my role as a mentor is to meet your needs rather than adopting a particular style or approach as a mentor before knowing you.

### **CURRENT ROLE:**

- Senior Coach Developer – Grey Matters UK offering developmental support to coaches across a number of domains and levels to help develop their practice.
- Lecturer in Elite Performance – Dublin City University and Edinburgh University

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- I have significant experience as a coach developer and mentor, having supported more than 50 coaches to develop their practice.
- I have worked across multiple sports and organisations including the Premier League, the FA, the RFU and within Olympic sport as the Coaching and Curriculum lead in the Pathways Team at the English Institute of Sport.
- I have been a coach for more than half my life, coaching at Leicester Tigers for 7 years and continue to do so at Loughborough University.

### **QUALIFICATIONS AND TRAINING:**

I have a PhD in coaching and have a number of academic publications and book chapters. I continue to actively research as a way of developing the coaching field, regularly speaking at conferences and supporting coach development programmes.



## JEMIMA KING

### LOCATION:

**BUCKINGHAMSHIRE, CENTRAL & EAST.**

### EMAIL:

jemima@everyball.net

LTA Profile

Mentor Index

### SPECIALISMS:

- **POPULATION SPECIFIC SPECIALIST** (Women & Girls)
- **PLAYER TECHNICAL AND TACTICAL DEVELOPMENT**

### MENTORING STYLE:

Attentive, interested, caring, empathic and calm. Maintains good rapport with mentee and has a relational style.

### CURRENT ROLE:

- She Rallies Ambassador, since 2017.
- US College Tennis Consultant.
- Tennis Coach at Halton Tennis Club since 2005, coaching mini red – junior performance (county/national) and beginner adults – team tennis.
- Bucks Tennis County Performance Officer, Bucks Ladies senior & junior group coach.
- Halton Ladies team captain.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- Represented Buckinghamshire at 10&U through to 18&U. Competed at 18&U Nationals.
- Part of winning team U15 Team tennis National Champions.
- Graduated with Psychology degree, Boise State University, Div I 2000-2004. 100% tennis scholarship.
- County Week Champions 2013, 2014. Won 15/15 three times at county week.
- Player Programme manager at Halton Tennis centre 2010-2014.
- Bucks County age group coach since 2011.
- Captained U12, U14, U18 girls to Aegon team tennis champions.
- Invited to attend Fed Group matches in Argentina and Hungary - part of female coach education strategy.
- Travelling coach ITF/TE standard players, one reaching high of top 10 ITF.

### QUALIFICATIONS AND TRAINING:

- Presented on a LTA course - tactical findings and preparation from the team at the Fed Cup competition in Argentina.
- Level 4 SPC Coach.
- She Rallies Ambassador and founder of Bucks Girls Initiative.
- Miss Hits Coach and assisted Judy Murray, Royal Albert Hall Miss Hits demonstration.
- AASE Scheme Assessor 2017-2019.
- CTS Qualification.



## JO CUNLIFFE

**LOCATION:**  
**NORTH.**

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jocunliffe@hotmail.com

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Women & Girls)
- **BUSINESS GROWTH & PROGRAMMING STRATEGY**

### **MENTORING STYLE:**

My strengths include working with people to listen and understand their personal and / or organisational objectives, which allows me to mentor and support through flexible and needs based approaches. Simply put my goal is to help as many people as possible!

### **CURRENT ROLE:**

- Workforce Development Partner, Lawn Tennis Association, North Region.
- LTA Level 1 & 2 Qualifications Tutor.
- LTA Primary Schools Tutor.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Played tennis since the age of 5
- Represented Great Britain and England between the ages of 13-15
- Played in the USA Collegiate NCAA Division 1 for the University of Houston
- B.Sc with second class Honours (Upper Division) in Sports Management – Northumbria University.
- Senior Club Coach – led and delivered programmes at a wide range of venues for over 20 years.
- Developed, and lead, the North East Women and Girls Programme, including increasing opportunities to play, compete and coach.
- Developed and managed teams of coaches and volunteers to focus on specific organisational and personal goals.





## JULIE BLACKWOOD

### LOCATION:

**SURREY/ MIDDLESEX, LONDON & SOUTH EAST.**

### EMAIL:

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LTA Profile

Website

Mentor Index

### SPECIALISMS:

- **PLAYER PSYCHOLOGICAL DEVELOPMENT**
- **COMMUNICATION AND STAKEHOLDER INFLUENCING**

### MENTORING STYLE:

Naturally empathetic and a great listener, I create a safe, collaborative space that enables mentees to explore what's really going on for them. Using my skill set to gauge the right balance of challenge and support, I'm able to help mentees generate solutions and get what they want out of the process.

### CURRENT ROLE:

Run own sport psychology consultancy, working with athletes, coaches and organisations at individual, team, cultural and system level to help them achieve their goals. Including:

- **LTA:** GB Student Tennis Team Psychologist; Wheelchair NAGP Psychologist, Coach Qualifications Psychology expert; Middlesex County Association Psychologist.
- **Surrey County Cricket Club:** Boys Academy; South East Stars Regional Psychologist.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- Background playing (county/ top flight university level) and coaching tennis.
- Formerly Sport Psychologist at MyTennis Academy, Loughborough Sport, University of Nottingham Sport and Derbyshire Institute of Sport.
- Formerly Research Associate studying "Effective Coaching and Coach Development in British Tennis" at Loughborough University (LTA-commissioned research).
- Extensive consultancy experience helping people to develop their self-awareness and skills to enable them to get the best out of themselves and others (inc. under pressure).
- Experience delivering psychology content on LTA coaching qualifications (including Level 5 MPC and MCC), and working with coaches to create more psychologically informed environments and values-driven programmes more broadly.

### QUALIFICATIONS AND TRAINING:

- BPS Chartered Sport Psychologist; HCPC registered Practitioner Psychologist.
- MSc Psychology of Sport & Exercise (Loughborough University); MSc Psychological Studies (University of Glasgow); BSc Geography & Sports Science (Loughborough Uni).
- EMCC Foundation Certificate in Transformational Coaching; LTA Level 3 Coach; Accredited Spotlight practitioner; Mental Health First Aider; BASES SEPAR Supervisor.
- Papers: Psychosocial skill development in elite youth tennis (2014); Working with Sport Psychologists (2016); Sport psychology in British University performance tennis (2017).
- LTA National Coaches Conference speaker 2018: "On-court Practical Psychology".



## JULIE JONES

**LOCATION:**  
**AVON, SOUTH WEST.**

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LTA Profile

Mentor Index

### **SPECIALISMS:**

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **COMMUNICATION AND STAKEHOLDER INFLUENCING**
- **ENVIRONMENT SPECIFIC SPECIALIST** (Universities, schools, clubs and councils)

### **MENTORING STYLE:**

I am able to adapt my mentoring style to cater towards a range of personality types and learning styles. I am able to offer help with developing unique skills, ensure that the best is brought out in mentees and to support and challenge thinking so that mentees can reach their end goal.

### **CURRENT ROLE:**

- LTA Workforce Development Officer: Leading on the coach education, workforce strategy at regional and county level, working across all delivery channels and ensuring that products, services and support is in place to enhance the coaching/workforce structure and grow the game and businesses at grass roots.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- LTA Tennis Manager/Development Officer: Over 20 years of experience and success in developing, delivering and coordinating plans to support, engage and grow tennis participation and businesses across club, community and education environments. Worked with a wide range of stakeholders influencing and communicating across many projects to unlock funding, resources and develop sustainable tennis models and programmes.
- LTA Performance Coach: Supported, developed and managed players and teams at club, county, regional and national level.
- GB National Deaf Team Manager/Coach: Coaches, trained and supported deaf tennis players and captained them at national and international competitions
- Nationally ranked junior player and County Champion at every age group. Briefly played full time tennis before continuing my competitive tennis journey at a USA University.

### **QUALIFICATIONS AND TRAINING:**

- LTA Level 5 Coach.
- LTA Tutor.
- BA in Sports Management.



## JULIE SALMON

### LOCATION:

**SUSSEX (LONDON & SOUTH EAST).**

### EMAIL:

Julie.salmon1@virgin.net

LTA Profile

Mentor Index

### SPECIALISMS:

- **PLAYER TECHNICAL AND TACTICAL DEVELOPMENT**

### MENTORING STYLE:

A good listener, patient but persistent. Approachable, supportive, honest, compassionate and genuine. Like to balance problem solving by advice given and through encouraging, enabling and empowering mentees to think through options themselves.

### CURRENT ROLE:

- Senior Performance Coach.
- County Captain U18.
- She Rallies Ambassador and LTA Youth Tutor.
- BHAFC player care/ development.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- WTA World Ranked 125.
- 12 years playing at Wimbledon.
- Played Fed Cup, Wightman Cup, European Cup, Maureen Connolly U21. Recently played in GB vets.
- Competed on Centre Court, Arthur Ashe and Rod Laver.
- 1984 & 1988 reached 3rd round of Wimbledon.
- Played against Martina Navratilova, Steffi Graf, Billie Jean King, Andrea Jaeger, Aranza Sanchez Vicario.
- U18 Junior Champion.
- Played Orange Bowl.
- Presented Wimbledon for Cable TV.
- Supported Nigel Sears on National Squad.
- Bede's School Director of Tennis.
- Set up Emerging Talent Programme for pupils in all sports with an aim to be professional.

### QUALIFICATIONS AND TRAINING:

- LTA Level 4 Senior Performance Coach.
- LTA Tutor Training.



## KATE WARNE-HOLLAND

### LOCATION:

**OXFORDSHIRE, CENTRAL & SOUTH EAST.**

### EMAIL:

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LTA Profile

Mentor Index

### SPECIALISMS:

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **POPULATION SPECIFIC SPECIALIST** (Performance)

### MENTORING STYLE:

I believe in supporting the client to drive their own development. I will support and encourage the client to look beyond what they believe to be possible.

### CURRENT ROLE:

- National Age Group Coach LTA

### PREVIOUS ROLE(S) AND EXPERIENCE:

- WTA 300 ranking in singles 200 in doubles. GB No 6.
- Age Group Captain U14 Girls current and also between 2000-2004.
- Coach to 10 National Champions.
- Coach to Auray Winner and Orange Bowl 3rd place U12.
- National Coach 2002-2004.
- Director of Tennis Millfield School 2012-2019.

### QUALIFICATIONS AND TRAINING:

- Level 4 perf coach.
- European Mentoring Coaching Certificate (EMCC) Foundation Course 2019.
- Currently on EMCC Diploma Course (Practitioner with 100 hours of experience in Coaching/Mentoring).



# LOUISE ASSIOUN

## LOCATION:

**WEST YORKSHIRE, NORTH.**

## EMAIL:

lassioun@yahoo.co.uk

LTA Profile

Linkedin

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Disability and Women & Girls)
- **ENVIRONMENT SPECIFIC SPECIALIST** (Schools and higher education)
- **LEADERSHIP AND MANAGEMENT**

### **MENTORING STYLE:**

Over 25 years of tennis coaching experience, I am passionate about helping coaches, encouraging self-belief and creativity. Using my experience as a coach educator, I will work with you to tailor the support to your individual needs, provide honest feedback, provide a supporting space to find solutions, and try new things.

### **CURRENT ROLE:**

- Director at LUSU Sports - Inclusive sport training, developing adaptive equipment and consultancy.
- LTA Tutor, Assessor, IV, She Rallies Ambassador, Coach and Mentor.
- Content developer for LTA – L2, Schools & CPD's.
- GB Blind & Visually Impaired Head Tennis Coach.
- VI Advisory Group (GB & IBTA Technical Advisory Group).

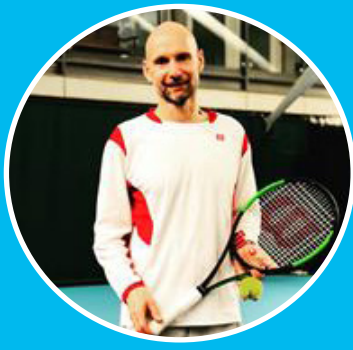
### **PREVIOUS ROLE(S) AND EXPERIENCE:**

Previous role of Tennis Development & Coach Education Manager at Leeds Beckett University (19 years).

- Operational management, annual budgets, programming (300+ juniors), strategic business planning, recruitment, developing key partnerships.
- Developed tennis at the University; operating a High Performance Centre (2006-2010), an affiliated LTA Coach Education Centre (2012-2020) and a hub for Disability Tennis.
- Developed a mentoring programme and Tennis Scholarship Scheme, which assisted 90+ students in 8 years move from University into FT or PT coaching roles or positions within the tennis profession.
- Coach for University Tennis Teams, AASE Players and GB Wheelchair Tennis Players – Edward Holt and Anthony Cotterill.

### **QUALIFICATIONS AND TRAINING:**

- Educated at Degree level and PGCE in PE.
- UK Coaching / ERAMUS SCORE – Mentor Female Coaches.
- Women Sport Leadership Academy (WSLA).
- LTA National Disability Award (2020) – LUSU Sports.
- LTA Primary Schools Teachers Course & Tutor Training (2020).
- Enjoy Tennis Ireland Workshop (2019).
- ICoachKids Conference (2018).
- LTA – VI Tennis Course.
- Dan Maskell Project (2020).



## MARK BULLOCK

**LOCATION:**  
**LONDON & SOUTH EAST.**

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markcjbullock@gmail.com

LTA Profile

Website

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Disability)

### **MENTORING STYLE:**

Positive & supportive and seeking to challenge the mentee to explore their goals, develop their thinking and take action to develop as people and coaches.

### **CURRENT ROLE:**

- Inclusive Sports Development Advisor delivering coaching & coach education across all impairment types.
- Wheelchair Tennis Liaison Officer for the Championships, Wimbledon.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Former ITF Wheelchair Tennis Manager & Development Officer. • General Manager of the City of Nottingham Tennis Centre.
- Tennis Development Officer in Cardiff & Nottingham.
- Former National Wheelchair Tennis Coach.
- Coach to Rachel Morgan world no1 totally blind player.

### **QUALIFICATIONS AND TRAINING:**

- MSc Recreation Management Loughborough University.
- LTA Level 4 Accredited + Coach.
- Written several articles for ITF Coaching & Sports Science Review on disability tennis.
- Presented at Conferences around the world including the IOC Congress on Sport for All.



## MARK TENNANT

### LOCATION:

**MIDLANDS, EAST REGION, NORTH WEST, SOUTH WEST.**

### EMAIL:

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LTA Profile

Website

Mentor Index

### SPECIALISMS:

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **COMMUNICATION AND STAKEHOLDER INFLUENCING**
- **LEADERSHIP AND MANAGEMENT**

### MENTORING STYLE:

As an outcome-driven individual, I will help you discuss, set and achieve clear and measurable goals to help develop your coaching and your coaching business, through face to face and online mentoring sessions.

### CURRENT ROLE:

- A business owner who, together with my business partner, has experience of growing inspire2coach from scratch to one of the largest and most successful tennis providers and coach education companies in the UK.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- A very experienced LTA Level 5 Coach with wide ranging coaching and coaching experience.
- An LTA Master Tutor who has delivered over 100 Level 3 and 4 courses in the UK.
- A respected international consultant, tutor and presenter having delivered courses and workshops in over 100 countries worldwide, and has led numerous projects for tennis companies, facilities and federations, and worked for the ITF and with Tennis Europe and the Confederation of African Tennis.



## MATT LITTLE

**LOCATION:**  
**ESSEX, SOUTH EAST.**

**EMAIL:**  
matt@mattlittlesandc.com

Website

Mentor Index

### **SPECIALISMS:**

- **PLAYER PHYSICAL DEVELOPMENT**
- **EQUIPMENT & TENNIS TECHNOLOGY**
- **LEADERSHIP AND MANAGEMENT**

### **MENTORING STYLE:**

I would describe my mentoring as primarily empathetic with a genuine desire to help, whilst being highly driven and goal orientated. This is the job that I essentially do every day at the highest level in tennis.

### **CURRENT ROLE:**

Matt Little has been working in Elite level tennis for over 15 years. During this time he has worked with players and teams of all ages from the bottom to the very top of the game. His career achievements include:

- 12 years as part of Team Murray. Recently undertaking the role of leading Andy's support team for his incredible world dominating 2016 where he won Olympic gold, Wimbledon and world number one.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- 5 years as the strength and conditioning coach for Great Britain's 2015 Davis Cup winning team, helping them from a relegation playoff in Euro-Africa group 2, to winning the competition 5 years later.
- 12 years with the Lawn Tennis Association fitness training the best junior players in the country, all the way to heading up the strength and conditioning department nationally.
- S&C coach to Jamie Murray for his first Grand Slam title, when he won the mixed doubles in 2007.
- Matt is now an internationally recognised leader in his industry and public speaker on a vast range of subjects including youth development, strength and conditioning, soft skills and life and leadership skills.





## MICHAEL JAMES

### LOCATION:

**BUCKS/BERKS/OXON/HERTS/HANTS  
& LONDON & SOUTH EAST.**

### EMAIL:

mikejames@everyball.net

LTA Profile

Website

Mentor Index

### SPECIALISMS:

- **POPULATION SPECIFIC SPECIALIST** (Performance)
- **CLUB & PROGRAMME DEVELOPMENT**

### MENTORING STYLE:

Motivational and inspirational.

### CURRENT ROLE:

- I am currently Director of Tennis at Halton Tennis Centre & Everyball Tennis (our coaching programme – currently an LTA LPDC).
- I am also a lead tutor on the current Senior Performance Coach qualification.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- County Performance Officer for Bucks & Herts.
- National Performance Officer for Scotland.
- LTA High Performance Centre – Director of programme for close to 10 years.
- Individual coach to a number of international standard Juniors including Katy Dunne who reached No. 8 in the world 18&U ITF Juniors.
- LTA Coach Education Tutor specialising in the SPC for which I have been a tutor since 2009.
- Played college Tennis – University of Arizona.

### QUALIFICATIONS AND TRAINING:

- BA History and supporting minor in English Literature – University of Arizona.
- LTA L5 Master Performance Coach & LTA Tutor.
- Foundation Certificate in Coaching and Mentoring (Global EMCC EQA).
- NPL Sport Psych practitioner and Heartmath Coach.
- Author of the book 'Everyball – Reflections, anecdotes and observations from a life in tennis aimed to tool you up for the game of life!' Published by Panoma Press, 2016.
- Speaker at various events/conferences over many years.



## NEIL KAPOOR

### LOCATION:

**SURREY, SOUTH WEST LONDON.**

### EMAIL:

neilkapoortennis@gmail.com

LTA Profile

Website

Mentor Index

### SPECIALISMS:

- **COMMUNICATION AND STAKEHOLDER INFLUENCING**
- **IT AND BUSINESS MANAGEMENT SYSTEMS**
- **LEADERSHIP AND MANAGEMENT**

### MENTORING STYLE:

With 10 years in the cloud application and technology space, Neil will advise on how to leverage technology in your business, effectively build new business and retain clients. Understands how to manage communication and relationships with parent/ coach/committees etc. Consultative in approach and commercially minded, with an appreciation of cultural importance.

### CURRENT ROLE:

- Director | Sales, Northern Europe - Responsible for revenue in northern Europe for fast growing social selling technology platform.
- LTA Surrey Tennis Councillor & Patron.
- LTA Tutor Youth Programme - Roll-out & Training.
- Young Enterprise Director - Sixth Form / Private School in Surrey - delivering personal career development programme.

### PREVIOUS ROLE(S) AND EXPERIENCE:

10 years + experience of building revenue stream for 4 software companies. Team leadership and management, problem solving, market strategy, leading complex commercial transactions, sales process and structure, international sales and marketing campaigns, event speaker, new business, client management, commercial negotiation, legal knowledge and contract closure.

- 8 Years at Oracle - Responsible for all UK revenue for cloud application / Managing 40+ international consultants.
- LTA CTS Qualified Tutor and LTA Level 4 Senior Performance Tennis Coach.
- Babolat Ambassador.
- Non Executive Director - Tennis For Free charity.
- LTA Young Coach of the Year 2009 and LTA Surrey Patron.

### QUALIFICATIONS AND TRAINING:

- Oracle MBA (Finance, Strategy, Marketing).
- Oracle - Top International Rookie 2015 (Most successful new employee globally).
- Oracle Graduate Mentor / Part of interview panel.
- Chaired and spoken at numerous national events, conferences, roundtables.
- PgDIP - Commercial Real Estate: London South Bank University.
- BA Hons - Management Studies: The University of Nottingham.



# NICHOLAS ELLIOT

## LOCATION:

**OXFORDSHIRE, CENTRAL & EAST.**

## EMAIL:

nick.elliott@growingthegame.co.uk

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **COACHING METHODOLOGY** (including skill acquisition and learning)
- **LEADERSHIP AND MANAGEMENT**

### **MENTORING STYLE:**

A strong listener, keen to work with mentees who aren't afraid to be honest with themselves. 25+ years of player, coach, programme and business development, Nick will use a blend of probing questions and sharing of experience to add value.

### **CURRENT ROLE:**

**Director of Operations: Premier Tennis.**

- Responsible for all operations of a multi-faceted, tennis based, business.

**Head of Coach Education: Growing the Game**

- Responsible for the organisation and delivery of LTA qualifications and CPD.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

**National Head Coach: Greenwich Leisure Ltd. Responsible for :**

- Programme and Coach development across 12 indoor tennis centres across the UK (c 5000 player programme in total).

**Director of Tennis: White Horse Leisure & Tennis Centre. Responsible for:**

- Programme development.
- Coach development & management.
- Budget management.
- LTA Tutor Coach.
- Tutoring on Level 3, 4 & 5 (Master Club Coach Award).
- Worked with all ages and levels of players, recreational children & adults, international juniors and world class disability players.

### **QUALIFICATIONS AND TRAINING:**

- LTA Level 5 Coach (Master Performance Coach).
- LTA Tutor / Assessor.



## NICK WILLIAMS

**LOCATION:**  
**STAFFORDSHIRE, MIDLANDS.**

**EMAIL:**  
nick@nwtennis.co.uk

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **PLAYER TECHNICAL AND TACTICAL DEVELOPMENT**
- **NUTRITION**

### **MENTORING STYLE:**

A trusted friend that will challenge you to reach your potential. Expect a professional and organised mentor with precise listening and questioning skills. Guiding coaches to achieve excellence is his passion.

### **CURRENT ROLE:**

- Head Tennis Coach at Albert LTC, Wolverhampton.
- LTA Master Tutor delivering LTA qualifications and CPDs.
- LTA Assessor on coaching qualifications.
- Content developer for LTA qualifications.
- Nutritional Therapist. Previous role(s) and experience:

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Head Tennis Coach at Tipton Sports Academy (Midlands), Withdean Sports Complex, Southdown Sports Club (Sussex), Telford Tennis Centre (Midlands).
- Sussex County Captain winning National Championships at 12U.
- Tennis (General) Manager for GLL at Telford Tennis Centre.
- Created WM Tennis and Impact Tennis, Nationwide Coach Education companies.
- Delivered and assessed on over 250 coach education qualifications.
- A lead tutor on the disability awareness course for The Tennis Foundation.
- Represented Staffordshire Men's Teams at County Week.
- Mentor for Tennis Wales on their young coaches scheme.
- Owner of tennis retail shop.

### **QUALIFICATIONS AND TRAINING:**

- LTA level 5 Accredited + Coach.
- BSc (Hons) in Business Studies and recreation.
- Certificate in Tutoring Skills and European Certificate in Mentoring.
- Certificate in Assessing Vocational Qualifications.
- Nutritional Therapy Diploma.



## **NIGEL HUNTER**

**LOCATION:**  
**MIDLANDS, NORTH & WALES.**

**EMAIL:**  
nigel@wedotennis.co.uk

LTA Profile

Website

Mentor Index

### **SPECIALISMS:**

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **LEADERSHIP AND MANAGEMENT**

### **MENTORING STYLE:**

I am interested in people, their motivation and what makes them tick. This naturally means that my style when mentoring or working with venues and coaches is probing. I love what I do and ensure we all have fun exploring options and finding ways to do things better.

### **CURRENT ROLE:**

I am one of two Directors for We Do Tennis Ltd. Our company provide support and tennis services to players, coaches, venues and other companies in the tennis industry. We specialise in developing venues and growing participation.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Previous role(s) and experience:
- Love tennis and have been involved at all levels.
- Play county tennis, national over 35 doubles champion and represented England in the Four Nations.
- Coach to all standards and ages with highlights including coaching numerous world-ranked wheelchair tennis players.
- In business my background is David Lloyd Leisure where I worked for 16 years in numerous managerial capacities.
- Wealth of experience as a turnaround specialist working with clubs or indoor centres to drive standards.
- Previous role before We Do Tennis was the National Programme Manager for Inspire2Coach completing a business strategy review and change of operating model that led to a dramatic programme increase and business growth over a 6-year period.
- I studied Sports Science at University but feel that my learning has been through getting out and doing. I have managed lots of coaches and tennis programmes and always had a simple technique – treat business like a tennis match and find a way to win.



## PAUL DENT

**LOCATION:**  
**KENT, LONDON BOROUGH  
OF BROMLEY.**

**EMAIL:**  
paul.dent@thetennistoolkit.com

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **COACHING METHODOLOGY** (including skill acquisition and learning)
- **PLAYER TECHNICAL AND TACTICAL DEVELOPMENT**
- **PLAYER PSYCHOLOGICAL DEVELOPMENT**

### **MENTORING STYLE:**

It is like having a friendly but real and focused chat over a coffee next to a crackling fire. Where, for much of the time you feel the fires' warm glow. Yet, at times you sit with your feet close to it.

### **CURRENT ROLE:**

- Tennis Coach to regional and national players.
- Consultant to Kazakhstan Tennis Federation.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Manager & Tutor of LTA L5 Master Performance Course.
- Coaching expert for the ITF in relation to both Coach Education/Development and National Training Centre Programmes.

### **QUALIFICATIONS AND TRAINING:**

- BSc. Sports Science Loughborough Uni.
- Engaged in BASES Supervised Experience for 2.5 years, training to be a sport psychologist though did not complete.
- Certificate in counselling.
- Co-author of 'The Tennis Coach's Toolkit' which has been translated into Czech and Chinese.
- Presented at ITF Regional & World Coaching Conferences.
- Delivered workshops for LTA National Training on Supporting Sporting Parents' / Developing Resilience / Communication.
- Created BIOMECH which is widely used by the ITF on its Coach Certification courses.



## RHYS HANGER

### LOCATION:

**WEST SUSSEX, SOUTH EAST REGION.**

### EMAIL:

rhanger@sky.com

LTA Profile

Mentor Index

### SPECIALISMS:

- **POPULATION SPECIFIC SPECIALIST** (Performance)

### MENTORING STYLE:

My mentoring style is to be supportive, empathetic, and challenging towards the mentee, to understand their personal aims and goals and to help create a structure and pathway for the mentee to transform themselves from their current position to the vision they have.

### CURRENT ROLE:

- Head Coach at Comptons Tennis Club.
- Tennis Consultant for Bedes School, Eastbourne.
- Tennis Manager for the charity, Give It Your Max.
- LTA Tutor for the Level 4 Senior Performance Coach qualification.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- High Performance Centre Head Coach and Team Manager in Brighton.
- LTA National Coach on 2 occasions.
- Suffolk County Performance Officer.
- Tennis Director at The Wimbledon Club.
- LTA Tutor since 2009, now working on LTA level 4 Senior Performance Qualification.
- Coach Education for LTA at Boris Becker Academy, Mission Hills, China.
- My coaching has seen me work with numerous National Champions, Grand Slam Juniors and World Ranked senior players.
- My playing career saw me achieve a singles ranking around 1100.

### QUALIFICATIONS AND TRAINING:

- LTA Level 5 Master Performance Coach.
- LTA CTS Qualified Tutor.
- Foundation Certificate in Coaching and Mentoring (Global EMCC EQA).



## RICHARD CRABTREE

**LOCATION:**  
**NORTH.**

**EMAIL:**  
richardcrabtree@hotmail.com

LTA Profile

Website

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Performance)

### **MENTORING STYLE:**

My focus is on understanding the individual I am working with and using different ways to help them transform their own practices. I believe connection is vital and I place great importance on everyone having their own unique journey. I seek to both support and challenge mentee's to optimise their development.

### **CURRENT ROLE:**

- I am the Head Coach of Cultiv8 Tennis Regional Player Development Centre in Leeds.
- I head up a team of six staff.
- Myself and my wife set up the academy in September 2019 and we also run a sports science support consultancy called Cultiv8 Academy.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- After playing tennis on a college scholarship in the USA I played full time tennis for two years gaining ATP points in singles and doubles.
- I have been coaching for 17 years. I have managed and led four programmes including a thriving members club and two LTA high performance centres.
- I have coached players of all ages and I have travelled extensively with players both in the UK and abroad.

### **QUALIFICATIONS AND TRAINING:**

- I have a BSc in Human Development from Texas Tech University in the USA.
- I passed the LTA level 5 Master Performance Coach award in 2013.
- I commit to many hours of professional development, recent examples include the mentoring qualification, ongoing workshops with Louis Cayer and a chimp paradox 'Stone of Life' Course.





## **RICHARD MARKLOW**

**LOCATION:**  
**WARWICKSHIRE, MIDLANDS.**

**EMAIL:**  
richard@i2ctennis.co.uk

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **ENVIRONMENT SPECIFIC SPECIALIST** (Indoor centres and clubs)
- **LEADERSHIP AND MANAGEMENT**

### **MENTORING STYLE:**

I believe that in life we all sometimes need a little help to reach our potential. I will provide both a sounding board and advice to assist you to achieve your goals. I am passionate about what I do and want to maximise the time we spend together.

### **CURRENT ROLE:**

- Director and joint owner of inspire2coach.
- I am responsible for the club programme strategy in the UK.
- I oversee a large tennis club programmes business including working with a senior management team, coaches, and key facility contacts.
- I work across different sectors of tennis including Indoor Centres, Traditional Clubs, Parks and University tennis.
- I have daily challenges of driving profit, shaping programmes, and working with staff.
- I help create action plans for our coaching teams to ensure they are delivering the best possible outcomes.
- I tutor across all levels of qualifications.
- I still enjoy playing tennis and play team tennis at a local club.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- I previously have worked in the commercial sector as a Racquets Manager.
- I have coached tennis all my life and have worked with all levels and ages of players including national standard juniors.
- I have delivered CPD on a variety of subjects including Mini Tennis, Adult Tennis, Cardio Tennis, Technical Quick Fixes, Business including working with teams, marketing, finance, and recruitment.
- I have worked on a variety of projects abroad including Tennis 10's programme in Qatar, Player coach workshops in Greece and developing an adult programme for HVS in Finland.
- I have also presented at National Conferences.
- I have recently taken the Foundation Certificate in Mentoring and Coaching course.



## ROB SMITH

**LOCATION:**  
**LONDON & SOUTH EAST (BASED IN KENT).**

**EMAIL:**  
Rob@itc-tennis.com

LTA Profile

Mentor Index

### **SPECIALISMS:**

- **POPULATION SPECIFIC SPECIALIST** (Performance)

### **MENTORING STYLE:**

Once I have established a relationship with the mentee I will mentor in a few different ways including: By using my past experiences to help the mentee develop on and off the court.

- By using my past experiences to help the mentee develop on and off the court.
- By challenging the mentee to achieve the agreed goals over a set period of time.
- By connecting the mentee with other experts in the fields they are looking to go into (if applicable).

### **CURRENT ROLE:**

I am currently the Performance Manager for the Kent LTA. The role includes:

- Managing the county training programme.
- Educating the current county coaches.
- Mentoring and developing coaches throughout the county. I also coach players of a regional / national level and am a coach education tutor for the LTA.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- After finishing playing tennis full-time at the age of 21 I completed my LTA Level 5 coaching qualification and started working with high performance players.
- I was the Head Coach of an LTA High Performance Centre for 5 years before coaching a player on the WTA tour for 3 years. Since 2010 I have coached many players on the junior ITF tour, the WTA tour and the ATP tour including a GB Davis Cup winner, a former world number 1 and Grand Slam Champion.
- In the summer of 2019 I decided to base myself in the UK more and since then I have focused on my Kent county and coach education roles.

### **QUALIFICATIONS AND TRAINING:**

- LTA Master Performance Coach.
- LTA Coach Education Tutor.
- LTA & ITF High Performance Conferences.



## ROBERT WEDLAKE

**LOCATION:**  
**WALES.**

**EMAIL:**  
Robert.wedlake@tennissquad.net

LTA Profile

Website

Mentor Index

### **SPECIALISMS:**

- **IT AND BUSINESS MANAGEMENT SYSTEMS**
- **BUSINESS GROWTH & PROGRAMMING STRATEGY**

### **MENTORING STYLE:**

I am an engaged listener with a passion for helping my mentees towards their goals. As well as exploring the realities and potential of your career/business through probing questions, I take an active interest in its personal effect on you.

### **CURRENT ROLE:**

- Level 4 Senior Performance Coach.
- Codirector of Tennis Squad; a coaching, competition and consultancy organisation in South Wales. Programmes operate at 7 sites including parks, clubs and an indoor centre.
- Role involves providing the vision, nurturing the workforce, developing club relationships and managing business processes.
- Coaching players across the club spectrum.

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Experience in the IT industry as a project manager for a web solutions franchise operator, and as a freelance consultant.
- Fast-tracked to Level 4 coach.
- Driven sustained programme growth in South East/South Central Wales - supporting membership growth, facility development and extending the player pathway.
- County Development Coach 14-18U Boys.
- Club Coach for players who have progressed to Tennis Europe / College Tennis.
- Manager of a competition programme ranging from Junior Team Challenge events to Tier 1 British Tour.
- Chair of a specialist club supporting players with a learning disability or visual impairment.
- Operator of Wales' first padel facility.

### **QUALIFICATIONS AND TRAINING:**

- LBSc Hons Computer Science & Business Management (Loughborough). First-class dissertation project in tennis match-tracking software.
- Tennis Tournament Planner / TTP 'Super-User' trained.
- Club Solutions Workshop Tutor for Sport Wales.
- Presenter of ClubSpark workshops for Tennis Wales.
- Coach Business Support Mentoring for Tennis Wales.



## SERGIO GOMEZ-CUESTA

### LOCATION:

HERTFORDSHIRE, CENTRAL & EAST.

### EMAIL:

sgomezcuesta@gmail.com

LTA Profile

Website

Mentor Index

### SPECIALISMS:

- **PLAYER TECHNICAL AND TACTICAL DEVELOPMENT**
- **COACHING METHODOLOGY** (including skill acquisition and learning)

### MENTORING STYLE:

Sergio's genuine interest for your values, background and perspective makes his mentoring adaptable to your needs and professional context. This individualised support aims 'to champion you to professional excellence through competence and autonomy'. Sergio's mentoring is based on respect, commitment, and confidentiality. A transformative partnership that will motivate and inspire your coaching.

### CURRENT ROLE:

Head of Performance, Science & Medicine Support, Gosling LTA Centre and Tennis Industry Consultant.

- Delivering technical analysis and development for performance enhancement and injury prevention, technical-tactical coaching, physiotherapy, and preventative strategies.
- Delivering coach education: biomechanics, technical analysis, skill acquisition and performance development.
- Overseeing the integration of players technical, physical, talent and injury risk profiles.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- Since 1995 Sergio's work focuses on developing technical skills and offering performance and injury support world wide from Mini-Tennis to Grand Slams, Davis Cup, Fed Cup, Olympic and Paralympic level.
- Head of Player Development, Science and Medicine at Batchwood LTA Centre (1995-2007).
- Sergio also provides support to LTA Performance Centres, LTA Coach Education Centres, performance coaches and Governing Bodies. This support includes:
  - Biomechanical Analysis.
  - Skill Acquisition.
  - Performance Analysis - informing tactics & opponent analysis.
  - Athlete Development & Player Profile.
  - Coach Education, Mentoring & Resources.

### QUALIFICATIONS AND TRAINING:

- Qualified with a Masters degree in tennis biomechanics and sport sciences, performance coaching, physiotherapy, and strength & conditioning.
- Sergio has created three original and innovative performance & prevention strategies:
  - A Technical Video-Analysis and 'Functional Performance Coaching Framework'.
  - A 12U Technical 'Simplification Development Framework'.
  - A Strokes Injury Prevention Video-Screen.
- This work has been presented in numerous national & international conferences.



# STEVEN MCLOUGHLIN

**LOCATION:**  
**YORKSHIRE, NORTH.**

**EMAIL:**  
stevenmcloughlin@hotmail.com

LTA Profile

Mentor Index

## **SPECIALISMS:**

- **COACHING METHODOLOGY** (including skill acquisition and learning)
- **COMMUNICATION AND STAKEHOLDER INFLUENCING**
- **POPULATION SPECIFIC SPECIALIST** (University tennis)

## **MENTORING STYLE:**

Helping you be the best you can be. Authentic and empathetic support drawing from a wealth of experience of over 40 years, “it’s impossible to control waves but there are ways you can learn how to surf” in this fast changing and often challenging world!

## **CURRENT ROLE:**

Head Coach and Coach Educator at Leeds Beckett University. Focussed areas are:

- Player Development from ATP rank to Club Players.
- Selection/training programme delivery.
- Captaining 11 Bucs teams in competition.
- Manage Tennis Centre and Programme.
- Workforce development – Mentoring of student coaches/Formal and informal Coach Education delivery.

## **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Represented Yorkshire at Junior and Senior Levels.
- Level 5 Coach.
- Former LTA Coach of the Year.
- Former Sport England Coach of the Year.
- Former Yorkshire County Performance Officer leading Yorkshire Tennis to No 1 Ranking in UK, 5 times in 7 years.
- Delivered at all levels over the past 43 years in the Tennis Industry- including Head Coach roles – Club/LTA Academy/County Performance/ Counties Consultant from finance to programming.

## **QUALIFICATIONS AND TRAINING:**

- Qualified Physical Education Teacher with distinction in Methodology [secondary].
- LTA Qualified Tutor [CTS].
- A1 Assessor.



## SIMON GRIEVE

### LOCATION:

**SOUTH EAST (CANTERBURY & KENT BASED).**

### EMAIL:

sgrieve@aol.com

LTA Profile

Mentor Index

### SPECIALISMS:

- **POPULATION SPECIFIC SPECIALIST** (Performance)

### MENTORING STYLE:

Listening clearly and helping you find solutions to significant areas in your life is my goal. Working as a team, we'll identify these key areas and I'll support you on your journey as you make positive strides forward.

### CURRENT ROLE:

- Head Coach Canterbury Tennis Club 2007 to present date.
- I manage a team of 8 full time coaches, an administrator and I work closely with an S&C team.
- Specifically, I oversee the performance/competitive side of the programme, however I also work closely on developing the club programme as I feel everyone deserves a fantastic tennis experience.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- US Scholarship Francis Marion University, South Carolina, 1991-1995 (captain 94-95).
- Competed at Satellite level around Europe and USA 1993-1995.
- Travelling performance coach at Van der Meers Tennis Academy, South Carolina 1995-1997 and the ITF development team 1998.
- 10 years club and performance development Maidstone Tennis Academy 1997-2007.
- Kent Coach of the Year 2016 & 2019.
- Great Britain National Performance Coach of the Year, Runner Up 2019.
- Vice-Captain Great Britain U14 Winter Cup Team 2019.

### QUALIFICATIONS AND TRAINING:

- B.Sc. Psychology & Biology minor 1995.
- LTA PCA 2001, upgraded to Master Performance Coach 2009.
- European Mentoring Coaching Certificate (EMCC) Foundation Course 2019.



## TIMOTHY HILL

**LOCATION:**  
**SOUTH WEST - CORNWALL.**

**EMAIL:**  
rollingstonehill82@gmail.com

LTA Profile

Website

Mentor Index

### **SPECIALISMS:**

- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **COACHING METHODOLOGY** (including skill acquisition and learning)
- **COMMUNICATION AND STAKEHOLDER INFLUENCING**

### **MENTORING STYLE:**

Enjoy the feeling of being truly listened to and guided towards fulfilling your professional goals. Tim has spent over a decade helping coaches and business owners to think deeper and take ownership for their own journey – all in a personable and relaxed style.

### **CURRENT ROLE:**

Head Coach and Coach Educator at Leeds Beckett University. Focussed areas are:

- Director of Coach Down Under international tennis coach recruitment agency.
- LTA Tutor.
- Freelance tennis coach business consultant.
- Tennis coach (specialising in junior development and maximising participation).

### **PREVIOUS ROLE(S) AND EXPERIENCE:**

- Former Head Coach and coaching business owner.
- Former LTA Talent & Performance Co-ordinator for Middlesex and South East England.
- Former Tennis Australia Coach (& business) Development Manager.
- In ten years working for LTA and Tennis Australia, Tim has visited over 300 coaching programs, delivered coaching qualifications, run coaching business leadership courses and implemented national strategies to increase club/coach growth in participation.

### **QUALIFICATIONS AND TRAINING:**

- Diploma in Leadership & Management (Deakin University, Melbourne, 2019).
- Certificate in Tutor Skills (LTA 2019).
- Master Club Professional (Level 5) Tennis Australia Coach (2019).
- Senior Performance Coach (Level 4) LTA coach (2013).
- Certificate 4 in Training & Assessing (Australia, 2017).
- Certificate 4 in Sports Coaching (Australia, 2017).



## TOM ELLIS

### LOCATION:

**AVON & HAMPSHIRE, SOUTH WEST.**

### EMAIL:

tom\_ellis@live.co.uk

LTA Profile

Website

Mentor Index

### SPECIALISMS:

- **COACHING METHODOLOGY** (including skill acquisition and learning)
- **BUSINESS GROWTH & PROGRAMMING STRATEGY**
- **LEADERSHIP AND MANAGEMENT**

### MENTORING STYLE:

I am here to check and challenge your thinking around any topics within your coaching practice, primarily focussing on programming, finances and skill acquisition

Don't expect a loud and in your face character, that's not me. I will listen, empathise and work collaboratively with you to achieve your goals.

### CURRENT ROLE:

- I currently work as Programme Manager at the University of Bath (part time) where I manage a multi venue site including an LTA Local Player Development Centre. We operate across 4 sites with approximately 900 bookings each week and I manage a team of 10 coaches. I also have my own business, called Tennis21 which has been created to create a flexible and affordable way to bring the game to new audiences. This new project is only 2 months into its lifespan and we have already had some encouraging signs.

### PREVIOUS ROLE(S) AND EXPERIENCE:

- I have worked at Bath for around 10 years and before that I worked as a Leisure centre manager and before that I did multi sports coaching and lifeguarding. Even further back in time I worked in sales for a leading Bank. This means I have skills learnt and honed from outside the tennis world.
- Tennis was not my sport growing up, I was into cricket and football! Tennis only came into my thoughts when I became a multi-sports coach so if you are looking for a mentor with amazing tennis skills, best find someone else!

### QUALIFICATIONS AND TRAINING:

- I am an LTA Level 4 Senior Club Coach and am awaiting assessment for my LTA Level 5 Master Club Coach.
- I have a degree in Sport Science from the University of Leeds (BSc 1st Class HONS) and a Postgraduate degree from the University of Bath in Coach Education (MA Merit).
- I also hold various Level 1 coaching qualifications in other sports and hold a ILM Level 3 certificate in coaching in the workplace.

In 2018 I was lucky to be a key note speaker at the LTA coaches conference where I discussed retention of players within a club programme.



