

Stratify Sport

Strategy, Innovation & Technology

For many organisations the constraint is not ambition,
it is capacity, capability, and senior focus.

Stratify Sport works with mid-size sports organizations to drive strategic change and operational transition. Unlike traditional consultancies, we embedded senior expertise to accelerate delivery, build internal capability, and reduce transition risk, ensuring lasting results beyond our engagement.

What we do:

We embed experienced senior expertise to help organisations move from intent to execution:

- **Strategy Execution:** Turn strategy into actionable plans and actively manage delivery risks
- **Technology & Data:** Align investment and platforms with operational outcomes and organisation fit
- **Pragmatic AI:** Use AI for tangible benefits like productivity, decision support, and efficiency
- **Innovation:** Embed new processes and tools into daily business through structured change
- **De-risk Critical Programmes:** Launch, stabilise or unblock high-risk projects and programmes

Strategy execution, accelerated by innovation and enabled by technology:

In a fast-moving sports environment, **Stratify Sport** works alongside existing teams to complement internal expertise, co-create solutions and develop people. This approach helps organisations to:

- Leverage internal staff expertise, knowledge and resources
- Progress faster without creating parallel structures,
- Lower delivery risk through senior oversight and practical problem-solving
- Build organisational capability that remains long after the work is done, and
- Access objective, expert insight that helps refine decisions and avoid blind spots

The Stratify Sport Hub

Our client engagements are complemented by the Stratify Sport Hub, structured forum for collaboration across sports. It enables clients to share practical, real-world insight and proven approaches, accelerating learning and reducing reinvention.

About

Stratify Sport was established by Scott Walker; an Olympian and senior sports executive with more than 30 years' experience leading sporting and business operations in professional sport and Olympic disciplines. He has contributed to strategic development, leadership of large multi-discipline teams, and the modernisation of sporting systems, including technology and data transitions. Scott is closely connected to global sport, technology and innovation trends through an extensive international network, ensuring clients benefit from insight shaped by proven practice.

Scott's experience is genuinely international, spanning sport systems in Australia, Ireland, United Kingdom, France, Denmark and the United States, and working across multiple sports including rugby, yachting, motorsport (NASCAR, F1 and rally), and a wide range of Olympic and Paralympic programmes. Scott has held senior roles across sporting and business leadership including with the Irish Rugby Football Union (IRFU), UK Sport and VieLife, and is an Adjunct Senior Lecturer in Sport Management and Innovation at Technological University Dublin.

For more information



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