

Scott Walker - Professional Resume

Scott Walker is a senior sports executive and Olympian with over 30 years' experience spanning the sporting and business functions of sports organisations, including 18 years on senior leadership teams. He specialises in modernising systems, leading organisation-wide transformation, and enabling operations through technology and data. His career is outline below;

- **Director of Strategy and technology, Irish Rugby Football Union:** established a new department to lead the transformation agenda through integration of strategy, innovation, technology, and data.
- **Director of Development, Irish Rugby Football Union;** Responsibility for growing player pathways, expanding the reach of rugby & strategic projects.
- **Performance Programme Advisor, UK Sport:** Responsibility for modernising UK Olympic and Paralympic performance programmes
- **Business Manager, vielife Sport** - providing integrated performance services to motorsport teams (F1, WRC and Le Mans) and yachting
- Researcher and member of the **Hendrick Motorsports** Research and Development group (US based NASCAR Team)
- Talent identification coach with **Western Australian Institute of Sport**

[capability and expertise outline in table right]

Scott's fractional value is built on deep operational leadership. He has managed multidisciplinary teams of 60+ staff and a €14M budget, overseen national development and performance pathways, and led strategic planning cycles that align stakeholders around long-term priorities.

He has led technology reviews to better align platforms with sporting operations, strengthened governance and cybersecurity, and reduced annual technology costs through shared services and supplier optimisation. He also brings strong innovation and emerging-technology expertise, having led start-up innovation programmes and built partnerships that accelerate AI and technology adoption.

His marketing thesis explored the relationship between team brand value and on-field performance, giving him a strong understanding of sport's commercial realities. Thus, he has a 360 perspective of sport that allows him to turn strategy into delivery, strengthens governance and risk management, and embeds data-driven decision-making.

He is a chartered Non-Executive Director and serves on several boards. In addition, serves as an Adjunct Senior Lecturer in Sport Management and Innovation and serves on European Union policy groups on sport innovation and AI.

Strategy & Governance

- Led IRFU strategic planning cycles in 2008, 2013, 2018 and 2024, converting strategy into delivery plans and reporting quarterly progress to boards.
- Served on Audit & Risk Committees, linking strategy, governance and emerging risk management to address evolving organisational threats.
- Delivered data protection, data governance and organisational cybersecurity programmes.
- Led organisation-wide governance and operational reviews, including financial spend and procurement, to improve control while enabling pace.
- Established Community Social Responsibility (CSR) units to strengthen brand engagement and activate organisational values.
- Led feasibility assessments for major facilities, multi-sport hubs and office developments.

Sport

- Led large-scale sport operations, overseeing a €14M budget, 60+ staff, and responsibility for player development, coach and referee education, facilities, technology and competitions.
- Led performance programmes, including management appointments, tournament planning and budget oversight, and represented organisational interests on international groups.
- Transformed six Olympic and Paralympic programmes and established four new ones ahead of London 2012, working with CEOs and Performance Directors to implement high-performance strategies across athlete management, coaching, sport science, medicine and technology.
- Directed a 52-team semi-professional cross-border competition, overseeing operations, club and player regulations, refereeing and anti-doping.
- Managed Performance Centres in Paris and London and delivered multidisciplinary sport science and medicine support to Formula 1, World Rally, Le Mans and yachting teams.

Technology

- Developed and delivered technology and data strategies (€3.6M), aligning digital investment with sporting priorities and operational needs.
- Accelerated emerging technology adoption through start-up innovation programmes and strategic partnerships focused on AI and data innovation.
- Led end-to-end deployment of five enterprise platforms, from business case, procurement and contracting through to implementation (HRIS, CRM, DEVOPS, LMS, Athlete Management)
- Improved organisational data maturity by replacing fragmented systems with a unified ecosystem for performance, pathway, fan and business decision-making.
- Strengthened digital marketing and commercial capability through integrated CRM, data-led systems and streamlined workflows.
- Modernised performance and development operations by aligning technology and data roadmap to team needs, enabling more informed performance decisions.

Academic Qualifications

PG. Diploma	Advanced AI in Business (in progress)	University College Dublin
PG. Diploma	Business Innovation and Digital Transformation	TU Dublin
Diploma	Company Direction / Chartered NED Programme	Institute of Directors (UK)
M.A.	Strategic Marketing Management - Commendation	Kingston University, London
MSc. (Res.)	Exercise Physiology/Human Factors - Commendation	University of Western Australia
B.Sc. Hons.	Human Movement (Sport Performance)	University of Western Australia
Dip. Eng.	Mechanical Engineering	Southwest College, Australia