

Sir David Brailsford CBE

British Cycling Coach & Performance Director

"A visionary architect of high-performance culture"

Sir David Brailsford is a globally respected performance coach and the current Director of Sport at INEOS, where he leads elite performance strategies across cycling, football, and other disciplines. He rose to international prominence as the mastermind behind British Cycling's Olympic dominance and as the founding leader of Team Sky, now INEOS Grenadiers, one of the most successful professional cycling teams in history.

TOPICS:

- Marginal Gains: How Small Improvements Drive Big Results
- Peak Performance Under Pressure
- Creating High-Performance Cultures
- Leadership, Trust & Accountability
- Olympic Success & Elite Sport Lessons for Business

LANGUAGES:

He presents in English.

IN DETAIL:

Sir David began as a competitive cyclist in France before returning to the UK to earn a degree in Sports Science and an MBA from Sheffield Business School. Joining British Cycling at the advent of National Lottery funding, he quickly progressed from consultant to Programmes Director and then to Performance Director. Under his leadership, Team GB claimed 8 gold medals at the 2008 Beijing Olympics and repeated that success at the London 2012 Games. In 2010, he launched Team Sky with the ambitious goal of producing a British Tour de France winner within five years. Recently, Sir David has applied his performance expertise beyond cycling. As Director of Sport at INEOS, he plays a central role in reshaping football performance environments at OGC Nice and Manchester United, aligning with INEOS's strategic investment in high-performance sport.

WHAT HE OFFERS YOU:

David's enthusiasm and professionalism, combined with his love for sport and commitment to his job, are second to none. He offers a blend of sporting knowledge and business acumen.

HOW HE PRESENTS:

David is not someone to do things by halves and his motivational presentations get to the heart of what is required to produce consistent excellent results.