SPEAKER BIOGRAPHY

Roberto Forzoni

Performance Psychologist · Keynote Speaker



The performance psychologist who created Team Murray, and who turns what wins under pressure into tools people use on Monday morning.

For over 30 years Roberto has been the psychology behind elite sporting performance. He has worked with eight Premier League clubs, holding first-team roles at Crystal Palace, Brentford and Brighton, and was part of West Ham's 2006-07 escape, when the side's points return rose from 23% to 78% over the final nine games.

As National Performance Psychology Manager at the LTA he conceived and built Team Murray, the support team around a young Andy Murray and the platform for his three Grand Slams, Olympic gold and world number one. Players then travelled with just a coach; the model is now the template at the top of the game. He co-wrote The Official FA Guide to Psychology for Football, and athletes he has worked with have won more than 15 Olympic, World and European medals across tennis, athletics, judo and boxing.

Today he brings that work to leadership teams, conferences and sales kick-offs across the UK, Europe and Asia. Not motivation. Method. Away from the stage, he is a Gold Star member of the Inner Magic Circle, which may explain why audiences say he seems to know what they are thinking.

30+
YEARS INSIDE ELITE SPORT

8
PREMIER LEAGUE CLUBS

15+
OLYMPIC, WORLD AND EUROPEAN MEDALS

26
YEARS ON BBC, SKY AND AL JAZEERA

> *"He knows what it takes to make people and teams excel and win."*
>
> **SIR CLIVE WOODWARD · World Cup-winning England Rugby Head Coach**

> *"The content of his presentation was so compelling that we could have listened to him for hours."*
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> **ELENA DIMARAKI · General Manager HR, Marubeni Europe**

KEYNOTES

Inside Winning Teams

What championship teams know that most organisations don't.

The Winning Mind

How elite performers build a mind that wins under pressure, and how your people can too.

MEDIA

BBC Breakfast · BBC News · Sky News · Channel 5 News · Al Jazeera · BBC Radio 5 Live · BBC Radio 4 · BBC World Service · LBC · talkSPORT · BBC local radio

ACADEMIC

MSc Sport Sciences, Brunel University. Lecturer, Brunel University. Guest lecturer at Loughborough, Greenwich and UCL. Co-author, The Official FA Guide to Psychology for Football.