

DIRECTOR BIOGRAPHY

Paul Medicott

SMA Chair



Paul qualified as a Sports Massage Therapist in 2002, prior to this he worked in financial services for 28 years specialising in strategic planning, change management, programme management, marketing, finance and public relations. He ran his own practice in Hertfordshire for 9 years, but as the volume of work has increased he now focuses exclusively on broader industry issues through his work with the SMA and the General Council of Massage Therapies (GCMT). He also worked with LOCOG putting together the Sports Massage Practitioner contingent for the 2012 Games. He is particularly proud that Sports Massage as a profession played a key role at the Games and was included as part of the Medical Services Team. Since 2009 he has worked with the SMA Board to help stabilise and grow the Association. Paul also Chaired the GCMT until 2019 and has an MBA from Loughborough University.