

Alun Davies is regarded as one of the leading accredited and qualified practitioners in the field of Personal Development in Sport and player/athlete welfare. With 35 years' experience of work across education, training and business change – 21 years' of experience working with elite athletes, professional players, Student Athletes and support staff supporting their personal development and career transitions.

Born in the small Neath mining village of Seven Sisters and educated through the medium of Welsh at primary school and then for the first 2 years of secondary education at Ysgol Gyfun Ystalyfera before a family move to Bristol where he continued his education at Henbury Comprehensive. His early rugby playing career came at Clifton RFC, where he still holds the record of being the youngest players to play senior rugby at 16 years 231 days, before a return to Wales where he played for Neath RFC, Llanelli RFC & Maesteg RFC during the 80's & 90's as well as for his home village of Seven Sisters where he still holds the individual club points record.

Following early employment as a sports therapist he entered the world of education and work-based training.

In 1999 he was employed by the Welsh Rugby Union, who became the first Governing Body to employ an Athlete Career & Education (ACE) adviser, as part of a UK Sport programme and service, and later as the National Player Welfare Manager working closely with players and coaches in developing and delivering a complete holistic programme of personal development.

In 2003, as a member of a national steering group, Alun was at the forefront of developing the Performance Lifestyle programme that is now one of the integrated services delivered to elite athletes across the Home Country Sport Institutes and achieved the UK Sport Performance Lifestyle accreditation in 2004. Alun was instrumental in promoting and delivering this service to the regional academies in Welsh rugby between 2003-2009 along with supporting the senior national squad players at that time. He continued the promotion of athlete personal development upon becoming Director of Sport, Health and Wellbeing at the University of Wales, Newport and post-merger at the University of South Wales. Alun became Harlequins Rugby's first full time Personal Development Manager and spent 3 years with the London based premiershi club making a significant impact to the personal development of players and support staff through key transitions.

In February 2021 Coleg y Cymoedd engaged Alun to deliver support to a small number of student athletes as well as looking into the possibility of achievement TASS Dual Career accreditation. This was achieved in August 2022 and Alun took on a full-time role at CYC as Dual Career Lifestyle Adviser under the line management of Lee Davies (Head of School, Sport, Public Services and Travel & Tourism).

Organisations and individuals have recognised Alun's expertise and he has been invited to present several keynotes and partake on panels at sport and commercial conferences including International Rugby Players Association, Hong Kong Rugby,

International Athlete Support conference, Premier Sports Network conference along with business and commercial events and conferences.

