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I am an entrepreneur who owns a Chartered Physiotherapy and Personal Training business that is called King Performance Therapy and I would love to be given the opportunity to work in Business Development in the Software Industry as my true passion is providing value to satisfied customers, Physiotherapy being only the medium through which I currently do so. My growing interest in the power of what software can do for business's and my desire to provide and "sell" value has led me to this point.

Reasons that contribute to me wanting to leave Physiotherapy for the Software Industry is the fact that there is little long-term progression and the industry is very unregulated with many new kinds of professions emerging such as Physical Therapists, Sports Injury Therapists, Neuromuscular Therapists etc; these offer the same or similar services so the future of Physiotherapy as a whole does not look bright to me.

I would love to use my unique life, technical and entrepreneurial experience gained in healthcare to begin a career in the ever-growing software industry. My interest in SaaS began years ago when I started to listen to audiobooks and podcasts produced by Y-Combinator, Reid Hoffman and other Tech Industry leaders to help me to create a modern Physiotherapy Business; Furthermore, I am currently studying for a diploma in Full Stack Software Development which has shown me the power of what innovative software can do for businesses and I would love to be a part of that process.

## **Qualifications & Experience:**

### **MSc Sports and Exercise Medicine, Commendation**

September 2017 – December 2018, Ulster University Jordanstown, Belfast.

Throughout the Masters I gathered evidence which I appraised and presented in multiple presentations around the assessment and management of certain musculoskeletal conditions in order to aid my peers clinical reasoning skills.

Modules included; Research Methods, Physical Activity and Disease Prevention, Applied Sports Biomechanics, Sports Injury Management, Sports Rehabilitation.

Research project title: “The effectiveness of blood-flow restriction therapy on a standardised rehabilitation programme used to address the deficits associated with chronic ankle instability”.

### **BSc Honours Degree in Physiotherapy, 2:1**

2014-2017, Ulster University Jordanstown, Belfast.

I worked with incredibly sick and inspiring patients during my clinical placements in hospitals in Northern Ireland as I treated patients with conditions such as Cystic Fibrosis, Alzheimers, Dementia, Traumatic Brain Injuries, MS, Strokes and COPD. I also had the pleasure of performing presentations for in-service days where I educated staff on the management of certain conditions that I had rigorously researched.

Modules included; Musculoskeletal dysfunction, therapeutic skills, anatomy and physiology, cardiorespiratory, applied clinical physiotherapy skills, neurological rehabilitation, physical activity for health, dysfunction and rehabilitation of the spine, critical care and mental health.

Dissertation title: “The effectiveness of MWM (Mobilisation with Movement) in the treatment of tennis elbow: A systematic review”

### **Diploma in Full-Stack Software Development**

September 2019 – Present, Code Institute

Modules include:

HTML Fundamentals; CSS Fundamentals; User Centric Frontend Development; Javascript Fundamentals; Interactive Front End Development; Python Fundamentals; Practical Python; Data Centric Development; Full Stack Frameworks with Django

### **Work Experience:**

King Performance Therapy (Owner): From August 2019 – Present

- Provided a Chartered Physiotherapist and Personal Training service to Balbriggan and Malahide in Co. Dublin.
- Used real-time problem-solving skills to assess, diagnose and treat complex musculoskeletal conditions, relieving people of pain and suffering.
- Managed online marketing and advertising campaigns via Facebook and Google Ads with the help of Google analytics.
- Liaised with local GP's and Personal Trainers providing updates on patient's care.

- Liaised with local GP's and Sports Clubs to advertise my services
- Provided online booking system via website [www.kingpt.ie/book-now](http://www.kingpt.ie/book-now) to automate and reduce the length of the sales cycle.
- Managed patient notes, appointments and financials via the software "Cliniko".
- Automated patient's online consent form and tracked patient data in back end of website [www.kingpt.ie/consent-form](http://www.kingpt.ie/consent-form), in compliance with GDPR.
- Designed Logo, Uniform and Treatment Room to facilitate a great customer experience.

The Physio Group: Employment from July 2018 to July 2019.

- Assessed and managed a case load of 12 patients per day consisting of a wide variety of musculoskeletal conditions in a private physiotherapy clinical setting.
- Through my employment in The Physio Group I worked as an Assistant Physiotherapist to the Co. Down Senior Gaelic football team where I diagnosed and rehabilitated top-level athletes in both a clinic and pitch-side setting, while also liaising with other members of the medical back room staff.

## **Additional Qualifications & Experience**

2013 – 2014: Tennis Ireland Level 1 Coach

2014 – 2016: Tennis Coach and Junior Stewart at Sutton Lawn Tennis Club (part-time)

2017 – 2018: Precision Nutrition Level 1 Coaching Course

## **207-2013 at Belvedere College SJ**

2013 Leaving Cert results: 530 points

English (A2), Physics (A2), Geography (A2), French (B1), Chemistry (B3), Maths (B3)

2010 Junior Cert results:

Geography (A), Business (B), Science (B), Music (B), History (B), CSPE (B), English (B), Irish (C), French (C), Maths (C)

## **Positions of responsibility (School and University)**

- Vice Chairman Physiotherapy Society UJJ 2016-2017.
- Events manager Physiotherapy society UJJ 2015 -2016.
- Prefect in Belvedere College 2012 – 2013.
- Tennis Coach and Junior Stewart Sutton Lawn Tennis Club.

## **Interests and Activities**

- Listening to podcasts and reading books; topics of particular interest are Sales, Investing, Philosophy and Technology
- Resistance Training.
- Member of Portmarnock and Sutton Tennis Club in Dublin.
- Played tennis and rugby for Belvedere College.
- Played with Naomh Mearnóg Senior Gaelic Football team in Portmarnock, Division 2.

## **Achievements**

- Starting my own Business, King Performance Therapy.
- Played on Belvedere College's Junior Cup Rugby Team and was awarded player of the year 2010.
- SBG 4-stripe white belt in Brazilian Jiu Jitsu.
- Played with Belvedere College's Senior Tennis Team and reached the final in 2010.
- Awarded junior player of the year Belvedere College Junior Tennis Team.
- Junior Tennis League team winner 2011 for Sutton Lawn Tennis Club.
- U14 Singles, U18 Singles and Doubles Champion Sutton Lawn Tennis Club.
- Team Gold medal in the West Leinsters cross country and placed fifth individually for Belvedere College 2013.
- Grade 5 saxophone and piano.

## **Personal Characteristics**

- **Industrious:** I am hard-working and diligent which is evident in the way that I have consistently performed to a high level in Academia, Sport and Business within Healthcare.
- **Creative:** I designed the Website ([www.kingpt.ie](http://www.kingpt.ie)), Uniform and Treatment Room for King Performance Therapy which allowed me to create an excellent physiotherapy experience for my customers. Through my involvement in the Ulster University Physiotherapy Society, I was a key figure in organising events, designing, creating and selling “Physio” tops and T shirts for the physiotherapy cohort in 2016 and 2017 which were purchased by approximately 200 students in UUJ.
- **Problem-Solving:** Pain is extremely complex and completely subjective. While working as a Physiotherapist it was important for me to be able to deconstruct an individual’s attitudes and beliefs towards their presenting condition and to “sell” them a well-reasoned understanding of why they got their pain and how they can address it.

In September I began a diploma in Full Stack Software Development which I am finding very satisfying as large complex problems can be broken down into small sections of code and the results of the correct code can instantly be enjoyed.

- **Communication:** As a Physiotherapist it was paramount for me to be able to establish myself as an expert in my field, build rapport and trust with my client in order for them to buy into the treatment plan in order for it to be affective; using a variety of tonalities, language patterns and the correct body language helped me to achieve this.
- **Curiosity and ability to learn quickly:** I am constantly learning about business and technology via books, podcasts and audiobooks because I enjoy learning about such interesting topics; however, I aim to get into a part-time MBA programme in the next few years to formalise and develop my business education. I began a diploma in Software Development while running a business full time out of curiosity and because I felt it was important to do.

In only 6 years I became an expert in my field and in under a month I finished a full-time job, moved back to Dublin and started a full-time business. Tasks that I had to quickly learn how to do were register a company name, procure domain name and build a website, branding, social media marketing, negotiate agreement with gym’s owner, design and decorate treatment rooms, learn how to acquire customers and track as much data as possible among other things.

I am aware I will have to adapt quickly in a new environment in the tech industry, but as my progress to date indicates I am more than capable of doing so.

## **References**

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