

LEADERSHIP TEAM



GRAZIELLA THAKE

CHIEF EXECUTIVE OFFICER - OPTIMISATION HUB

As the Optimisation Hub's Chief Executive Officer (CEO) of which is a warm force of passions and dedication as a highly trusted and celebrated in sport and corporate. Graziella's commitment to sport is profound and her passion for long term player care and educational development has been guided by 30 years of committed experience in human performance, risk, psychology and leadership Holding a Masters in Psychology with specialist qualifications in forensics, business and sports psychology.

Graziella is both a leader and trusted advisor having mentored significant leadership teams and contributed to change and economic growth. A key note speaker in 12 countries sharing of expertise she also sharing and moderating panels in sport includes MEI, sport accord, MOC, KNOC, Commonwealth games, and sports federations. Given her capacity in leadership, economic development she has been focused on filling the gaps in sports at both the athlete, coaches and event development levels. Having written the world first curriculum for sport, her focused work with high performing Elite teams and individuals including Rugby, Soccer, Football, Road Cycling, Judo, Shooting, Track Cycling, AFL, NRL, Track and Field and Golf saw the team of the Optimisation Hub develop and grow with supervision support and consistent care for culture.

Her background includes work in Finance, Legal, Sports, Government, Health, IT, Building and Transport, Economic Growth and Community Sectors. Her multinational personality origins and people first background has earned her the reputation as a CEO of courage and character who is respected professional with a keen passion for our clients and an accuracy to reduce risk an grow sustained enjoyable high performance outcomes and her love of her team is front and centre.



MICHAEL CRAWFORD

OPTIMISATION HUB DIRECTOR OF STRATEGIC PARTNERSHIPS (OR DIRECTOR OF STRATEGIC PARTNERSHIPS – THE OPTIMISATION HUB)
MASTER OF COMMERCE, FINANCIAL MANAGEMENT AND OPERATIONS, ELITE ATHLETE

Passionate about dynamically helping young people and athletes through his deep international experience in leadership, finance, risk management and sport, Michael is a sought-after mentor and speaker. An avid triathlete, Michael is an Ironman Virtual Racing Legend and is the tandem cycling partner for the Australian National Paralympic champion and Tokyo Olympic games hopeful. Michael's professional career spans more than two decades internationally at leading banks and large corporates, taking key leadership and governance roles in finance, planning and business ownership. Michael enjoys facilitating continuous high-performance development and resilience coaching and is at his best when faced with challenges requiring trust, judgement, clarity of strategy, a strong call to action and the need to win hearts and minds.



PAUL HUTCHINSON

CHIEF OPERATING OFFICER - OPTIMISATION HUB

As a master trainer Paul brings huge experience in sports spanning 40 years. Paul played semi-professional rugby league for 13 years and developed a passion for trying to help people be the best they can be, particularly athletes. He has worked with ASADA in a role that brought him face to face with some of the world's best performing athletes. As a master trainer Paul's experience brought him to The Optimisation Hub as he sought to carve work in the area of mental resilience and core educational programs as the gap and the necessary asset for sport in the modern era of professionalism. Paul has worked closely with the Brisbane Broncos in establishing an internal education program to assist young players in making favourable life choices.



DAVID HAYES

CHIEF FINANCIAL OFFICER - OPTIMISATION HUB

David has over 20 years experience in the accounting and taxation industry. Prior to that, David worked in the finance industry with a top tier bank. Compliance and advisory for small businesses and larger corporate groups is David's main focus area with emphasis on taxation and accounting standards. Clients include family businesses through to listed and unlisted public companies across industries including hotels, property, IT, finance, manufacturing and motor vehicles. David is an ASIC registered self-managed superannuation fund auditor. David also presents to the Bond University Practical Legal Training program in the area of taxation on property and commercial transactions.

LEADERSHIP TEAM CONTINUED.



DR KIRILL MICALLEF STAFRACE

CHIEF MEDICAL OFFICER - OPTIMISATION HUB

Dr Kirill is an established Sports and Exercise Medicine expert holding various positions in the Republic of Malta, namely, SEM Consultant Mater Dei Hospital, Medical Director Malta Football Association, Director Maltese Olympic Committee, Chairman of the Medical Commission of the Maltese Olympic Committee and Senior Lecturer in Sports Science at the University of Malta. Until recently, he was Vice President of the European Federation of Sports Medicine Associations and Head of the Sports Medicine Section within The Presidential Guard of the UAE Armed Forces. Over the decades, Kirill has organized, managed, accompanied and enjoyed major heartbreaks and joyous moments with Team Malta during Olympic, Commonwealth and Mediterranean Games.



DAMIAN KELLY

PARTNERSHIPS MANAGER

Founder of International Student Athlete Pathways with twenty years domestic and international experience identifying and creating content, program development and strategic partnership opportunities in sport, entertainment and business. Introduced to sport and business in Australia at local community grass roots level, an aspiring semi-professional athlete, junior development officer, state and national champion coach and sports administrator culminating with roles in commercial development, sport and venue operations on the Organising Committee for the Sydney Olympic Games. Continuing on a career pathway to Europe and the United States taking key leadership roles in commercial development evolving into a successful entrepreneur and business owner working across almost every continent in very competitive multifaceted cultural, socio economic and political environments operating investments in sport, destination travel and tourism, hospitality, energy, logistics and retail distribution.

TRAINERS



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BEN GOLLINGS

INTERNATIONAL MASTER TRAINER AND RELATIONSHIPS MANAGER

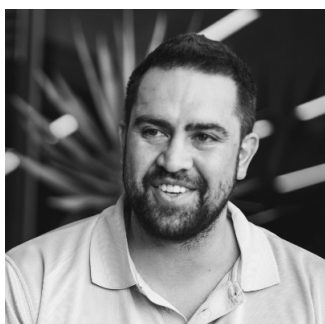
Ben is well known in both 15s and 7s rugby with a career well heeled over 12 years in professional rugby and staggering appearances at both Olympic and Commonwealth Games representing and captaining the UK. Gollings is best known for his time with the England national rugby sevens team. Ben is a dedicated master trainer specialising in coaching training and the development of athletes across both the men's and women's forums. He currently trains the rugby 7s and works as an athlete educator. His passion for coach development and women's professionalism has driven him to help serve the global athlete sector with our prevention programs.



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ALIPATE CARLILE

NATIONAL MASTER TRAINER - MULTICULTURAL & INDIGENOUS

Alipate is a well respected name in AFL SA; he has established himself as a committed athlete and community contributor who played 167 games during 11 seasons with the Port Adelaide Football Club. Alipate works to help elite athletes leave their chosen sports as thriving people who can achieve well in every facet of life. He is committed to multicultural and indigenous support and has become a strong part of the Optimisation Hub athlete education team. Alipate is driven by his firm belief that all athletes have plenty to offer outside of their sports in everyday life and that they can positively contribute to society.

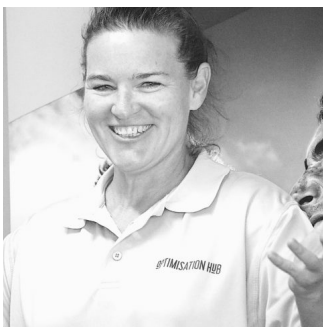
TRAINERS CONTINUED.



AMELIA KUK

MASTER TRAINER - PACIFIC & WOMEN

Amelia is an athlete who made her debut for the PNG Women's 7s team when she was 18. She switched to rugby league in 2016 and made the QLD women's team. She played two matches for the Australian Jillaroos in 2017 and played in the Women's Rugby League World Cup for the PNG Orchids. Amelia played for the Queensland Maroons in the first ever Women's State of Origin and recently signed with the Brisbane Broncos for the upcoming first ever Women's NRL Competition. Amelia is a master trainer specialising in athlete lifespan, well-being for women and athlete development education. Amelia's passion for athlete education and the Pacific makes her one of our leading master trainers.



MELANIE ROCHE

INTERNATIONAL / NATIONAL MASTER TRAINER

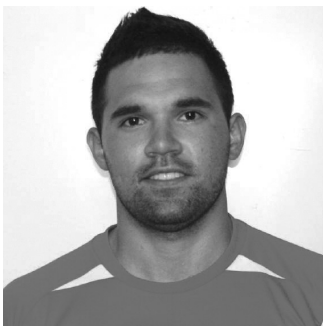
Melanie is an Australian Olympian with over 20 years experience in leadership, building High Performance Teams, developing team strategy and maintaining a winning performance. She is a highly sought after speaker and coach who delivers inspiring messages about what it takes to evolve to be your best. Melanie was a professional softball athlete who focused many years on preparing and competing against the best athletes in the world. Throughout her Professional Sporting Career Melanie has developed a myriad of invaluable and transferable personal and interpersonal skills that strongly bind her responsible work ethic to the workforce. The sporting world is a performance world where accountability is of utmost importance.



DR DEIDRE ANDERSON

NATIONAL/INTERNATIONAL MASTER TRAINER

Deidre has worked across senior Executive positions requiring exceptional leadership and change agent capabilities. After 4 years as CEO at Macquarie University, Sydney, with a further 8 years prior as Executive Director of Sport, in 2011. Deidre began her position as Deputy Vice Chancellor Students and Registrar at Macquarie University, Sydney where she was responsible for the overall student administration, wellbeing and student life. As Athlete Services Director at the United Kingdom Sports Institute (UKSI), Deidre successfully integrated an elite sports program incorporating all home countries of the United Kingdom. The process involved enhancing the systems, people and technology required to ensure that UK athletes competed successfully on the international arena. As part of her role she facilitated the successful integration of the British Olympic Committee.



RAMONE CLOSE

NATIONAL MASTER TRAINER - INDIGENOUS & MULTICULTURAL

Ramone started as a professional athlete in Football (Soccer) which gave him global cultural exposure, developing his professionalism, appreciation of diversity and interpersonal skills. Returning to Australia he gained insight into the public sector, health, manufacturing, general logistics and sporting industries which has given him the ability to quickly understand the needs of clients and provide informed support across recruitment solutions and strategy. Ramone wants to increase the participation of indigenous players in the sporting world game. Seeing more indigenous players succeed in Australia or overseas would make him extremely proud.



GLEN WARRY

NATIONAL AND INTERNATIONAL PROFESSIONAL COACHES MASTER TRAINER

Glenn is a specialist in Advocacy, Learning & Development and Wellbeing Strategies for talent within sporting organisations, corporations and learning institutes. He has worked within high-performance sport environments over the past 30 years providing support to elite athletes, coaches and referees. Glenn spent 12 years in AFL Club management roles, and then 5 years as a Player Agent, prior to gaining further tertiary qualifications in Elite Athlete Counselling & Workplace assessment. The past 15 years Glenn has been at the forefront in progressing national holistic development and wellbeing programs for professional athletes and coaches, establishing and managing inaugural programs for Rugby Union (ARU/RUPA) and Football (A-League & Matilda) players, referees and national team coaches. More recently his work within football involved facilitation of FFA national team high performance strategic planning and the formation of Football Coaches Australia (CEO since February 2018).

TRAINERS CONTINUED.



IAN SHOTTON

NATIONAL MASTER TRAINER - RURAL COMMUNITIES

Ian has been involved in sport for as long as he can remember. Growing up in Central Queensland where sport is a way of life for most kids meant Ian was competing in any sport available to him. Throughout his career with Education Queensland Ian has fulfilled a number of roles in three different regional schools. The highlight of his teaching career thus far has been the development and implementation of a valued based Rugby League engagement program in his current school, of which he has led the charge. Ian has been able to effectively compliment his teaching career with his passion for coaching, and has used the skills he has developed as a teacher to enhance his ability as a coach and vice versa. Whilst completing a Masters in Sports Coaching, Ian has also been fortunate to coach teams at a junior, school representative, and elite youth development level. Ian's passion and skills have also seen him moving into a role as a coach developer for NRL development.



PANDORA FRUEAN

INTERNATIONAL & NEW ZEALAND MASTER TRAINER

Pandora describes herself as a sports loving kiwi who loves playing, watching and working in sport. She is a sports executive who has worked extensively across multiple sporting codes from grassroots to national and professional sports teams. Her experience in event delivery has seen her contribute to many major events including London Olympics, World Masters Games, FIFA, FIBA and Rugby World Cups. Pandora's sports management qualifications combined with her on the ground knowledge has given her insight and understanding to the demands of athletes, coaches, national sporting bodies, international federations and private owners. She is passionate about developing pathways and opportunities for women in sport having assisted in the Pacific with the Cook Islands Women's Rugby 7s program. As a master trainer with the Optimisation Hub, Pandora applies her 30+ year's knowledge to supporting her passion to build mental resilience and improved outcomes for athletes, sportswomen and within sport.



CHARLIE RIECHELMANN

MASTER TRAINER FOR THE PACIFIC

Charlie is part of a respected cohort of athlete trainers with a history in one of the worlds most respected rugby teams: the All Blacks. He brings with him his culture, ethics and compassion for youth development and support of the Pacific. Born and raised in Tonga, he believes in striving for excellence in everything he does, and reached a personal pinnacle when representing New Zealand playing for the All Blacks in 1997 and 1998. After dedicating more than ten years to a professional rugby career (both in New Zealand and overseas) Charlie is one of our specialist master trainers in youth development support and coaching support.



MARIA VELLA-GALEA

EUROPEAN UNION MASTER TRAINER

Maria Vella-Galea Brings a well-rounded, very committed and experienced background to her work with the Optimisation Hub in the EU, UK and also Australia. Maria is an experienced Marketing and Public Relations consultant heralding over two decades of experience. Maria has made it her mission to promote sports, not just for the elite pool of athletes that Malta is developing but to the public in general. Working extensively with sporting organisations, Federations and Clubs giving them due exposure to develop the sport as well as to lobby towards more take up in sports by the general public and encouraging sport as a means of physical and mental well-being. Maria is an Executive Director with the Maltese Olympic Committee and forms part of the Technical Commission lead by the Director of Sport. She brings something very unique to the collective team with much of her time dedicated to helping athletes to succeed outside of and within sport. Maria carries a compelling business and athlete centred presence making her a unique leader in sport.



DR KIRILL MICALLEF STAFRAÇE

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TRAINERS CONTINUED.



ELDA GJOKA

INTERNATIONAL MASTER TRAINER

Elda has a strong experience and professional background in the Olympic Movement, and also in the Corporate World. She has been working 7 years as Head of Media & PR of Albanian National Olympic Committee, and later on she has been the strategic Advisor and Consultant to the Kosovo National Olympic Committee and the Executive Board. She has a MSc in Marketing & Business Administration, is an international Soft Management Skills trainer and Motivational Speaker. She holds also the MEMOS (IX) Degree (Executive Masters in the Administration of the Olympic Sport Organizations Degree, the Most Advanced Olympic Sports Master's Degree in The World), she is an experienced International Trainer, Licensed by Olympic Solidarity of International Olympic Committee and has been working with Kosovo National Olympic Committee since 2015 as Strategic Advisor to the Board and also the President of the KOS NOC. An 11 times ex-National Champion in Table Tennis for Albania, she was the National team Captain in Mediterranean, European, and World Championships in 1992-2005. Elda is a dedicated trainer and presenter possessing the knowledge of many languages she has been a leading interpreter in the sports Olympic movement.



DANIEL MEDD

MASTER TRAINER (NSW AUSTRALIA) SPECIALIST BASEBALL, SOFTBALL CRICKET & YOUTH

Daniel has a broad range of people driven experience and is te operational excellence driver in any environment. His ability to coach and mentor has lead him to outstanding reviews and accolades as both a coach , coach mentor and athlete educator. Daniel has been at the forefront of initiatives around youth coach development and player development seeking to ensure that grass roots sports as well supported as professional sport. Daniel is an asset to any training environment with a unique ability to bring any audience young or old with his . Daniel has a self-confessed passion for youth player development and also developing grassroots coaching structure. During the past 30 years, Daniel has been involved with several sports in both a playing and coaching capacity. Over this time he has developed a mindset and attitude that has led him on route to becoming a mentor to other coaches beginning their journey down a similar path.

Daniel spent time as part of the NSWIS training program along with many representative duties during his playing career. These experiences helped carve a path to achieve the standards and expectations that Daniel strives for within his coaching capacity. In the ever-changing world we live in, whether its sporting or corporate, Daniel understands the need to evolve with it, and adhere to the necessary facts surrounding both mental and physical aspects of coaching. This is where Daniels experience in managing operations crosses paths with his ability to coach. Daniels most recent achievement has seen him become a major contributor to the starting up and running of both a Baseball and Softball Academy Training Program based in NSW where he works with players of all ages and abilities.



KEMOY CAMPBELL

INTERNATIONAL / NATIONAL MASTER TRAINER

I grew up in Rose Hill, Manchester, Jamaica with four of my brothers. I am a retired Jamaican Distance runner that started my career in high school, then went on to college and eventually the professional level. I have competed for Jamaica for 12 years. I started at age 15 after realizing I had a talent for distance running. I have competed in multiple World Championships events, one of which I finished 10th in 2017 London World Championships. My biggest accomplishment was competing for my country at the Rio 2016 Olympics. My retirement came after I suffered a heart failure incident at the 2019 Millrose Games in New York. While pacing a professional mile event I collapsed and was revived via CPR and AED. I decided to start coaching because I wanted to help young athletes get to where I got in track and field, and eventually surpass me. My passion for helping people has put me in contact with Optimisation Hub. They are equipping former/current athletes with the tools to help younger athletes be more resilient in sports. I want to be able to help the athletes that I am in contact with and those that would need my help. I want to be able to help my country's athletes to be the best that they can be on and off the field.



JOHN-EARLE SPENCE

MASTER TRAINER SPORTS AND COMMUNITY

I would like to share with you what I hope to utilize this training/process to achieve locally in Jamaica, and hopefully expand regionally as well. I wish to bolster the capacity of athletes (individuals and teams), sports organizations and coaches to understand what mental resilience really is and what it looks like in practical understanding. I have a particular interest in facilitating the development of processes that address the welfare of young athletes in their overall human development but also alleviating the challenges to transitioning national representation and professional development. Young athletes are a vulnerable group which should have a safeguarding support framework around them to help in their academic, social, emotional and physical development; this support framework would also be able to support these athletes in their transitions at different levels - school athlete to university athlete, amateur athlete to professional athlete, amateur athlete to civilian life etc.

TRAINERS CONTINUED.



SIMONE EDWARDS

MASTER TRAINER MINDSET RESILIENCE AND HIGH PERFORMANCE - USA

Making people smile is what Simone Edwards has done, on and off the basketball court, her entire life. The 6'4" former center, born in Kingston, Jamaica, was the first Caribbean and Jamaican player to sign with the Women's National Basketball Association (WNBA). She spent her time in the league playing with passion and building a lasting relationship with fans.

As a high school senior, at Kingston Technical High School, Edwards was offered a full scholarship to an America college, but only if she learned to play basketball. Frequently referred to as the "Jamaican Hurricane," Edwards is famous in the WNBA for her fan-favorite "Shimmy Shake."

Arguably the most success player/coach in Jamaica basketball history, she first garnered attention on the court while at Seminole State College in Seminole, Oklahoma, leading the team to a 10-0 conference record. Edwards finished her freshman season ranked in the National Junior College Athletic Association (NJCAA) Top 10. During her tenure, she was the recipient of the NJCAA Second Team All-American, Regional Player of the Year, MVP Award, and NJCAA All-American First Team. She was also named the First Kodak All-American in the school's history. Edwards' junior college success carried over to her time in the NCAA Division I, at the University of Iowa, as team co-captain under the leadership of legendary Coach C. Vivian Stringer.

After graduating from the University of Iowa, Edwards signed with the New York Liberty of the WNBA during the team's 1997 inaugural season. Edwards gained international prominence when she became an overseas basketball star in Italy, Hungary, Israel, and Spain and led the teams to championships in the Israeli Cup and the Spanish Copa de la Reina. In 2000 she returned to the WNBA, Edwards signed with the Seattle Storm during their inaugural season. The team won the WNBA championship in 2004. In 2006, Edwards announced her retirement after a six-year career with the Storm and retired as the last original player and the longest-tenured member of the original Storm roster.

Post-retirement, Edwards served as captain of the Jamaica Basketball Women's National Team and led the team to its first championship medal by winning the gold at the 2006 Caribbean Basketball Confederation Championship (CBC). She duplicated this feat of returning to the Women's national program as head coach and won the Gold Medal at the CBC. in 2014.



TIM RUMFORD

NATIONAL / INTERNATIONAL MASTER TRAINER

During his career, Tim has worked in performance coaching roles at league one and championship level in the sport of Rugby. Whilst he has also enjoyed success as a Super League academy head coach, player performance manager and foundation manager. In addition to this valuable experience as a coach, he has gained extensive qualifications via coach education pathways & further education. One of the highlights of Tim's coaching career has been working with the female game during the inception of the woman's super league competition to help install and integrate the female game into the professional club environment. He was also responsible for delivering the England Talent pathway programme, a ground breaking "open access" programme for 12 - 16 players and setting up and establishing the Castleford Tigers college of Rugby League for 16-18 year olds - the clubs 1st combined full time education and performance programme. Tim can be described as ambitious, and constantly aims to continue his professional development at every opportunity.



ANNA GRAMMARE

INTERNATIONAL MASTER TRAINER

Anna has a background in corporate management and is also a qualified Personal Trainer and Wellness Coach. Starting her career in the Healthcare Software industry built the foundation of Anna's varied career, including functional and technical roles, which then lead into management. It was during this time Anna was able to apply here high-level communication skills and work with a variety of national clients and advocate on behalf of vendors and clients for industry change with the federal government. Anna is a qualified Personal Trainer and a Level 3 Wellness Coach. It was during this time that Anna realized the potential that a coach has to offer clients in working with them to make not only lifestyle changes that impact their immediate - health, but also life choices that have a long-term impact. Anna been exposed to a number of cultures with the opportunity to work as a trainer in Australia, China and now Singapore.

The Optimisation Hub has an international focus and underpinning mental health prevention strategies are strong advisory councils and boards for both mental health, Diversity and Inclusion & Child Safety Advisory.

Contracting Psychologists on Diversity Optimisation Hub Inclusion by country:

USA & West Indies

Dr. Jason Scott Hamilton

Consulting Psychologist EU

Dr. Bernice Saint

Consulting Psychologist UK

Dr. Tony Gaye Loughborough University

Consulting Psychologist Africa

Dr. Pam Serra

South Pacific Indigenous Advisory

Paul Dodd Australia, Indigenous Mental Health Advisory, ex Advisor for the Federal Government.

Ramone Close, Master Trainer Optimisation Hub, Goori Australia

Mac Lenau, Pacific Board

Child Protection & Governance Consultant

Florette Blackwood

Advisory Board

Frank Wang Guan, Asia

Colin Wheeler, Australia

Eresha De Sousa, Legal

Paul Schmid Uli, Legal International

Dr. Sanitation Santhinatha, Asia & USA