





30 years' experience in business development and sales leadership roles. Mostly in the AV industry and related business technology. 30 years' experience in professional football that has included coaching, managing, and scouting with a focus on individual player and team development. Benefited from many transferable skills across sport and business.

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ABOUT

D.O.B.

 25th September 1974

NATIONALITY

 British and Irish

DRIVING LICENCE

 Full UK clean licence

Anthony McCool

Business Development ~ Sports ~ Leadership ~ Speaker



EDUCATION

- 1986 – Cardinal Newman Catholic High School
- 1991 –
- 1995-1997 Bedford College



QUALIFICATIONS

- 1997 City & Guilds Quality Assurance 743 – Pass
- 2003 FA Level 1 Coaching certificate 55016660
- 2012 UEFA B Diploma Level 3 Coaching Licence 55016660
- 2015 Emergency First Aid Certificate
- 2012 FA Youth Coaching Modules 1, 2 & (on3)
- 2015 FA Child Welfare Certificate
- 2024 FA Talent ID Level 1
- 2024 Adverse Childhood Experiences – CACHE Level 2 Passed



TRAINING

- 1998 Basic sound, video, software, and AV
- 1999 Kaizan, Constant Improvement
- 1999 Dale Carnegie, Man-management & Public Speaking
- 2000 Bedfordshire Police, Advanced Driving
- 2018 HR Policies
- 2018 Safety First
- 2018 Information Security
- 2020 Competition Law
- 2021 MGP Academy (Management Guiding Principles)
- 2024 Stay True to You – Youth Practitioners Workshop – Ben Kinsella Trust



CHALLENGES

- 1991 – Following a difficult childhood, I excelled at football. After suffering an injury whilst at a professional club when I was 17 years old, I was told I would never play football again and would need extensive surgery to even lead an average life with physical restrictions. I got straight to work and my first coaching role was with Charlton soccer schools at 17. As well as developing in business I continued to develop my coaching career and from that moment I have maintained a presence in the football industry. This is an important part of my life and has helped me develop as a person. I went on to do well in sales and progress to owning my own companies but had ongoing setbacks. I now use all this experience to help others.
- 2025



VOLUNTEERING

- 2015 - I have taken part in coaching football to prison inmates. This was to try and give some inspiration to young people who would soon be rejoining society. I have recently become an enterprise advisor for SEMLEP to offer support and inspiration for young people choosing a career path, in particular those from difficult and challenging backgrounds. I also previously worked with young people for ACB (Academy Central Bedfordshire), alongside police and local authority. This was because I can relate with dysfunctionality and show that despite your background, everyone can still achieve success, whatever that might look like. I have recently joined Papyrus as a speaking volunteer for Prevention of Youth Suicide.
- 2025

Work Experience

DATES	ORGANISATION	TYPE	TITLE	ROLE
Nov23- Current	McCooltoTalk	Media & Wellbeing	Owner	Podcast, Digital Events & Public Speaker: Football, Coaching, Scouting & Business
Jun21- Jun24	Enable VC Ltd	Technology Reseller	Managing Director	Launched overseas brand into the UK under FTC & technology consultants
May18- Sep21	Exertis UK	Technology Distributor	Head Interactive & Collaboration	Lead a team providing interactive displays and video conferencing solution to channel
Sep13- Apr18	MG Football Ltd	Technology Reseller	Managing Director	Delivering technology solutions under 2 Touch Technology brand to professional sports
Nov10- Mar14	Wacom Europe	Technology Manufacturer	AV Business Manager	Managing the Business across Benelux UK & Ireland. Supplying interactive solutions
Mar08- Sep10	Technorent	Technology Reseller	Managing Director	Supplied AV Solutions to Business, Hospitality and Education
Apr08 - Jul 09	SICA Solutions	Technology Reseller	Investor & Director	AV Solutions for professional sports including football, cricket, rugby and governing bodies
Feb03- Mar08	LTM AV Services Ltd	Technology Reseller	Managing Director	New Business. £0-£7m in 3 years. Provided AV & Interactive Solutions
2002- 2003	Mitsubishi Electric	Technology Manufacturer	Regional Account Manager	Channel Manager for Manufacturer of Projector & LED displays
1998- 2002	7AV & Projection Serv.	Technology Reseller	Managing Director	New family business providing AV with service contracts to pub companies and business
1995- 1998	Arrow Business Systems	Technology Reseller	Sales Manager	AV business within office products company. Sales role promoted to Sales Manager
1992- 1994	Unicorn Fabrication	Engineering Manufacturer	Quality Control Manager	Supplying vehicle parts to various car factories
SPORT & FOOTBALL JOBS				
Jan25 - 2021	Bedford School	Football	Football Coach	School football coach & wellbeing mentor
	AFC Dunstable	Football	Dtr. of Football	Create club DNA and pathway for all teams
2019/20	Charlton Ath.	Football	1 st Team Scout	Recruitment reports and opposition analysis
2016/20	SKYSPORTS	Football	Staff Team Coach	Coach for the staff team
2017/19	Dunstable Town	Football	1 st Team Manager	Step 3 club in crises with zero budget
2013- 2018	MG Football Ltd t/a Fiitball/2TF	Football & Sports	Managing Director & Coach	Created Fiitball & delivered it in over 200 schools to +10,000 children with 98% positive feedback
2014/17	Norwich City FC	Football	Head of CofE	Part of club's recruitment strategy
2016/17	Bradford City	Football	1 st Team Scout	Recruitment reports and opposition analysis
2015/16	MK Dons FC	Football	1 st Team Scout	Recruitment reports and opposition analysis
2011/14	QPR	Football	U14 Lead Coach	Coaching in accordance with EPPP & syllabus
2000/11	Luton Town FC	Football	U12 Lead Coach & 1 st team analyst	Coached in accordance with club's syllabus and guidelines and supported 1 st Team
2005/10	St Joseph's FC	GR. Football	Manager & Coach	Managed my son's team from U8 till U11
2004/07	Brach Sparta FC	Football	1 st Team Coach	Coach for the 1 st team winning step 5
1996/99	Caddington FC	Football	1 st Team Manager	Youngest Manager of a step 5 1 st team
1191	Charlton S Scl.	Football	Trainee Coach	1st coaching role on summer soccer camp



SOFT SKILLS

Resilience, Tenacity, Adaptability, Flexibility, Enthusiasm, Energy, Leadership, Positivity, Confidence, Self Belief, Entrepreneurship, Creativity, Teamwork, Motivation,



HARD SKILLS

Match Preparation, Game Analysis, Player Development, Syllabus Coaching, Coaching Systems and applications, Scouting & Recruitment
Sales, Business Development Strategy, Management & Goal Setting, AV, IT Industry & Channel, Presenting, Marketing Plans & Events, Business Strategy & Planning
CRM, Data & O365



REFERENCES

Mr Ian Aitken

AV Director Ingram
Worked for at Exertis UK

Mr Steve Robertson

Head of Sales Samsung
Worked for at Exertis UK

Mr Peter Sommer

Director Wacom
Worked for at Wacom



Mr Gregg Broughton

D.O.F. Blackburn Rovers FC
Worked for at Luton Town FC and
Norwich City FC

Mr Steve Gallen

D.O.F. Millwall FC
Worked for at QPR FC and
Charlton Athletic FC



COMMENTS

Alistair Duthie: Mitsubishi Electric

“Tony is a true professional, fully committing himself, and maintaining a very high degree of customer service at all times. Tony would be an asset to any organization, and is thoroughly recommended”

Gary Sweet: Luton Town FC

“Tony provides an excellent service to our first team. Someone who is capable and flexible in many sports-based business environments. Good team worker.”

Steve Gallen: Queens Park Rangers FC

“We're all going to miss you at our football club. I'm sorry that you're leaving for a number of reasons but mainly because of your enthusiasm and brightness around the place. Good luck to you at your next club, you will be a loss to the game if you are not back at pro level soon”.

Aidan Magee: SkySports News

“Tony has coached our competitive staff team and helped me manage games against many prestigious football clubs. He has been fantastic, he built up a great rapport with the players and they all were delighted to learn from him. He had a fantastic amount of enthusiasm and passion and we certainly benefited from his depth of tactical knowledge and high tempo training sessions”



INTERESTS & HOBBIES

I love sport and I still like to participate, although my knee injury doesn't quite let me play at the level I would like. I play tennis when able and love to play golf. I also love to cycle and ride off to the hills where possible. I'm a fan of motorsports including F1, MotoGP and British Super Bikes. I also like to attend live events with my sons. I'm a huge fan of comedy films and classic British sitcom.

I love a range of music and have been to live events.

We don't get the chance to travel much for holiday due to my wife being unable to fly or travel far so we stay reasonably local and bring our dog who forms the key to most of our social outings and daily walking activity. I also really enjoy cooking whilst listening to music. As a family we absolutely love animals and love to visit zoos and animal parks. We have also been known to do Lama and Donkey walking.



WRITING

I love writing and find it's a way that clears my mind. I have 3 blogs.

EnableTEK Writing about business and technology.

FootballPathway Writing about youth academies, coaching and scouting. Sports analysis and injuries.

ProfitinPoor Financial injustice and supporting people in debt. **PIP**



ACHIEVEMENTS

Enable VC Ltd: Managing Director of the Year 2024

Exertis UK: People Award “Unsung Hero” 2020

Exertis UK: CRN Technology Incubator of the year 2020

Exertis UK: AV Channel Team of the Year 2020 Runner Up

7AV, Technorent, Fiitball: Started and sold 3 technology business

Dunstable Town: 5 Players developed non league to professional

Charlton Athletic: Helped 1st team to promotion 2019

2Touch Football: Created free to play club. Won 3 trophies 2018

Fiitball: Delivered new game with 98% Positive feedback 2018

Norwich City: 7 Players coached went professional 2017

QPR: 6 Players coached went professional 2016

Luton Town: 7 Players coached went professional

Luton Town: Wembley cup final win 2009



CHARITY

I have taken part in many charitable events and in times of excelling in business I have chosen to donate equipment that supports welfare and care of people. I have supplied interactive displays to hospital and displays with video conferencing to schools with childrens that have special needs and disabilities. I have organised events to help people in times of personal crises and I have taken part in many football matches for a host of charities. I have also raised money for charities close to my heart and following our own families health problems, including running the London Marathon and cycled from London to Brighton twice for two separate charities. I have supported the following charities.