



JOHN SHIELS MBE

CEO, Manchester United Foundation

John Shiels has been the Chief Executive of Manchester United Foundation since January 2008.

John leads a dedicated team of 200 members of staff, who deliver football coaching, educational programmes and personal development, providing young people with opportunities to change their lives for the better.

Over the last 15 years, John has led the growth of Manchester United Foundation to become one of the largest sports education charities in the UK and a leading organisation for youth impact across the North West. Each season, the Foundation directly engages upwards of 25,000 young people across the boroughs of Greater Manchester.

John is also recognised for public speaking having conducted countless leadership workshops with Manchester United icons Sir Bobby Charlton and Bryan Robson. John also undertakes speaking engagements with top business executives around the globe, demonstrating how to adapt and deploy

the secrets of Manchester United's success to competitive business environments.

Prior to leading the Foundation, John oversaw the operations of Bobby Charlton Soccer Schools and previously held the position of head coach for Manchester United's international Soccer Schools.

He graduated from Manchester University and sits on the board of trustees for the Sir Bobby Charlton Foundation and the multi-academy educational group, The Dean Trust.

In March 2022, John was awarded an MBE in the Queen's Honours List by HRH The Princess Royal for his service to young people across the Greater Manchester community.

In July 2022, John received an honorary doctorate from Ulster University, recognising his outstanding contribution to the personal development of young people through education, sport and community engagement.

Engage. Inspire. Unite.

Manchester United Foundation uses football to engage and inspire young people to build a better life for themselves and unite the communities in which they live.



Foundation