

UPLIFT11 making impact in the world of sports by representing the BEST talents across the globe

Thursday 24 June, 2021

Uplift11 is one of the fastest-growing UK-based sports management agencies. It has a simple purpose: to uplift and fully maximise the potential of new and experienced talent in sports, allowing them to develop a truly rewarding career. Led by the English Football Association's (FA) licensed players' intermediary, Michael Ede, we predominantly operate in the UK but do business across various continents.

Our basic strategy is to discover (scouting) and promote sporting talents, to provide careful career planning from representation to marketing and mindset, and then to nurture their career progression through all phases of their journey.

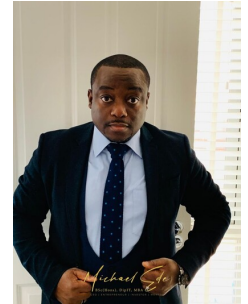
Uplift11 operates a positive working environment in which all our talents can thrive, which is the single driver of our swift success. We are positioned to represent talents in various sports, providing them with a meticulous, thorough and professional service. We often extend the scope of our work by partnering with other FA-registered intermediaries and sports consultants.

Uplift11 works with various affiliates, including academies, top sporting brands, sports consultants, licensed agents and scouts. Our commitment is to make sure that every sports talent in our portfolio is managed with integrity and to the best of our ability. We work with them and fight for them to ensure that no opportunity to become GREAT passes them by.

Michael Ede, MBA – husband, father, project manager, mentor, entrepreneur and investor – owns Uplift11 (Instagram: @uplift11sports, web: www.uplift11.com). He is also the Director of Training & Development for Brighter Connect (Instagram: @brighterconnecttraining, www.brighterconnect.com) and the CEO of Maigmike Consulting (Instagram: @maigmikeconsulting, www.maigmikeconsulting.com).

Michael is the managing director of Uplift11. He is an experienced entrepreneur with a Bachelor of Science (Honours) and a Master of Business Administration (MBA). With over 16 years of experience in managing various projects across the globe, Michael has worked for some of the world's biggest financial institutions, consulting firms and biopharma giants, such as HSBC, Barclays, Bank of Ireland, Capgemini and AstraZeneca, among others.

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