

BUSINESS START UPS

CASE STUDY: FOOTBALLER to BUSINESS OWNER

PPF
Professional
Players Federation

Name: Matt Glennon **Age:** 42

From: Stockport

Playing Career Summary:

Matt enjoyed a 22 year goalkeeping career starting off at Bolton Wanderers and going on to play at clubs including Hull City, Carlisle United, Huddersfield Town, Stockport County and finally part time at Halifax when he set up his second career running a barbers and hair salon. He retired from football aged 38 and combines his hairdressing with running a Goalkeeping Academy and media work which includes hosting his own show on BBC Radio Leeds.

New Career: Owner, G27 Hair Salon, G27 Goalkeeping Academy and BBC Radio Leeds punditry

Support from Player Association:

Aged seventeen, Matt received support from the PFA's Benevolent Fund when he was left to care for himself and his younger brother. Later, the PFA helped him get his Level 2 Coaching qualification and have offered career advice, support and training to help set up his hairdressing business.

Career Transition Highlights:

- Enjoying seeing his business develop, setting up a second salon and being part of that success as the clientbase grows.
- Researching, listening and getting to know players for his media work and picking up new tips to help develop his broadcasting skills on the job.

Career Transition Challenges:

- Learning how to manage others, perhaps with unrealistic expectations and having to adapt his people skills outside of the football world to being aware of others' feelings.
- Managing the long hours and balancing doing everything you need to run a business with his family life.



“ I really enjoy being my own boss. For so long as a footballer you have to do what others tell you but running my own business means I can be flexible when it comes to my other work. ”

