

CAREER TRANSITION

CASE STUDY: CRICKETER to MOTORSPORT DIRECTOR

Name: Matt Dennington **Age:** 36

From: South Africa

Playing Career Summary:

Matt played for Kent CCC for several years. Following a season troubled by injury, he was released from his playing contract and spent a winter abroad. He returned to trial at Nottinghamshire CCC but realised that he was ready to retire and throw himself into a second career, using a work experience placement to secure a sponsorship role in motorsport.

New Career: Motorsport Director

Support from Player Association:

Whilst still playing, the PCA provided funding for Matt to study for a degree in Marketing, Economics & Business Management. Matt used the support of the PCA's PDM network to work out what inspired him and what career options would be most suitable based on that. His PDM Charlie Mulraine also helped secure him some work experience with a sponsorship agency which enabled Matt to secure his first role outside cricket with Red Bull, managing their athletes and sports partnerships.

Career Transition Highlights:

- Using contacts network developed during cricketing career to explore career options.
- Applying transferable skills and not standing still as a professional sports person to working in another sport.
- Doing freelance and agency roles, culminating in current role as Group Partnerships Director at McLaren Technology Group.

Career Transition Challenges:

- Trying different career options to establish which one best suited his skills.
- Being tempted by taking up new challenges but sticking with chosen career path in order to acquire necessary skillset.



“ Remember that everyone has a choice. If you don't like something – as I realised standing on a cricket outfield one cold April day – change it. I enjoyed some great times, developed great relationships and will always remember the lessons professional sport taught me but I have never once regretted my decision to walk away from the game.

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