

Liam McTiernan Election Statement

I am extremely passionate about the future of English Table Tennis and want to work with the membership to make Table Tennis more inclusive, enjoyable, high performing and higher profile. I believe that my combined Table Tennis experience over the past 20 years, being a player, coach, club President and member of Table Tennis England committees, and professional experience as Head of Commercial Strategy at Virgin Media O2, makes me a strong Elected Director candidate to drive membership-led change on the Table Tennis England Board.



My involvement with Table Tennis began at the age of 10 at grass roots in local Church Halls in Reading, before joining Kingfisher Table Tennis Club and playing in local leagues and competitions ever since. Due to the opportunities offered to me from clubs, coaches and competitions I was able to improve and was part of the England performance pathway, ranked in the top 5, playing national / international competitions regularly. I am now currently in the top 50 in the men's rankings and am a regular player in the British Clubs League and many other national and local competitions, whilst also coaching and helping at my local Kingfisher TTC. Whilst at The University of Nottingham in 2014-17 I also held the positions of President and Treasurer. During this period, I experienced the effort required to take a club from a small group of recreational players, when I started to a full professional set-up, when I left, recruiting players, managing funding, membership fees, coaching, equipment, competitions, committees, creating social media accounts, sourcing sponsorship etc. Like many of you I have experienced first-hand the amazing opportunities Table Tennis offers and how important every single person is to make it all work. All of this has given me a wealth of experience as well as close relationships with the whole membership (past, present, all ages etc.) which I will leverage to ensure the best future for English Table Tennis.

I also believe that my understanding and experience of working with TTE will help drive change. Since 2020, I have held various positions on TTE committees, first on the Members' Advisory Committee (MAG) and currently on the Competitions Committee and Operational Ranking Group. In these positions I have been the voice of the membership on many high priority strategic matters incl. Club Development, Rankings, Performance, Player retention, Diversity and Inclusion etc. However, the only way to influence more and be personally accountable to drive true change the membership wants, is to now take a position on the Board.

Lastly, I believe my professional experience in Strategy Consulting at PwC and now as Head of Commercial Strategy of Virgin Media O2 is extremely relevant. Some of my experience in these roles includes creating the long-term TV & Entertainment Strategy working with Sky Sports, TNT Sport, Netflix, Disney+ etc., financial business planning, commercial initiatives to drive revenue, and working very closely with our Board, Senior Leadership and customers. This experience will help TTE to create and communicate a clear Strategy to the membership, whilst delivering commercial initiatives that will grow revenue & funding (e.g sponsorship), which can then be used to deliver on membership promises (e.g club & leagues development, competitions, performance, the profile of the sport etc.)

I hope that I have provided you with a comprehensive insight into who I am, why I share the same passion as all of the you and why I think I am a qualified candidate for the role. If I were successful, the key focus areas I would start with would be (1) Competitions & Ranking – getting this right for the membership (2) Commercial and financial initiatives – maximising revenue and the funding pot (3) Clubs, Leagues & Counties – ensuring the full support needed (4) Driving visibility of the sport e.g TV & Broadcasting (5) Inclusion – incl. setting up a committees e.g for junior and senior players to ensure all views are being heard – and welcome more views!

If you have any questions or comments, I'd welcome you to reach out to me as I would love to hear your views:

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