

# *David Samuyiwa*

## *Curriculum Vitae*



*D.O.B. 04/08/72*  
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Dear Sir/Madam,

My name is David Samuyiwa, I am writing this letter to you as I would find it to be an honour to work within your organisation in a senior position. I am very passionate about education and helping young pupils of all ages, cultures and backgrounds to maximise their talents and reach their full potential. In combination with my BA degree and multiply other certificates and diplomas. In the summer of 2019, I completed my Masters Degree in Education and Leadership which will equip me with more skills and knowledge which I could bring into your school.

I am born in 1972 and raised in London/England. I have an international background of life experience, work experience and cultural experience. I have been living in Sweden since 2005 and during these years and I have a very good knowledge of the language and culture here in Scandinavia. Due to my work experience, I also have a good grasp of Spanish which I am improving upon on a weekly basis.

In my spare time, I like to spend time with my children, reading, writing, working on my health and fitness, cooking and eating good food and watching films. Enclosed with this short letter is a more extensive profile of myself, which contains my work history, academic history and life history, also enclosed is my C.V.

I hope that you will find that my knowledge and skills will be an asset to your school and I am looking forward to hearing from you in the near future.

Thank you for your time.

Best regards  
David Samuyiwa

## References

### **Jonathan Goodair**

**Personal Trainer for Madonna, Gwyneth Paltrow, Cate Blanchett, Stella McCartney och många fler.**

David's commitment to his clients, high level of expertise and motivational skills are exceptional. This combined with his impeccable customer service, extensive knowledge, business and organisational skills make David unequivocally a massive asset to the education, health and fitness industry.

### **David Leinar**

**Team Captain ÖIS Football Team**

DS by David Samuyiwa have done an excellent job in the fall of 2011 with ÖIS football A team. He has a very professionally and accurately performed, both physical and mental exercises which led to ÖIS results on the football quickly improved after that David worked with the team. I can warmly recommend others to use David's knowledge and his passion and desire to make a difference is something that really does just the difference of teams and athletes such as ÖIS!

### **Beverly Williams**

**One of the world's most famous and successful interior designer. Has among other things worked on projects for the Royal families and various celebrities.**

Apart from David's extensive knowledge, professionalism and commitment to transforming your body with his diverse creative training methods, he is easy going, wonderfully friendly, interesting... and interested.... person. I think he is just fab

### **David Morgan-Hewitt**

**Managing Director at The Goring; One of Queen Elizabeth II and the royal family's favorite Hotel.**

David has worked with me as a personal trainer for over two years. I have always found him to be extremely professional and attentive. He is also a very personable and gregarious man who obviously has good relationships with many of his other clients and business partners. I would personally recommend him to you as a conscientious and serious professional.

### **Jenny Berggren**

**Former Lead Singer in Ace of Base, Solo Artist and Writer**

The training with David gives positive effects in body and soul!

## PROFILE PRESENTATION

PRESENTATION I have been working in the field of motivation, inspiration, leadership, teaching, business, coaching, counselling and psychology since 1989. In my BA Hons degree, I covered and gained valuable knowledge in areas such as psychology, mental training, leadership, history, politics, sport psychology, coaching, child behavior, business, entrepreneurship, philosophy, literature, management, mindfulness, cognitive therapy, counselling and physical training. I speak three languages with English as my mother tongue with a good grasp of both Swedish and Spanish. In the summer of 2019, I completed my Masters Degree in Education and Leadership. I have three children and my residence is Gothenburg/Sweden.

People always ask how did I start, well it started for me way back in 1984, when my school sports teacher Mr Frank Dick, came to me and said David you have great leadership qualities I want you to be the captain of our school football team and put us back on top. That's where it all started, from the age of 12, I was picked out to do something I never done before, I was given autonomy, authority, responsibility and people to lead. My learning started very young and after decades of learning,

I can tell you one thing, I'm still learning! I'm in my fourth decade now of leadership and it's been a journey I could never have thought possible, I have travelled the world, I have competed for my country in Athletics, I have lived in four continents, I have given lectures in 15 countries, I have built (along with a team of great people) four successful businesses. I have educated over 6000 people and motivated and inspired 1000s more and I'm still hungry! In my career, in its various roles and diversities, I have amassed over 80 000 hrs of practical experience in my role as a leader, coach, mentor, motivational speaker, teacher and counsellor.

Why am I still hungry? Why am I still motivated after all these years? Why? I tell you why because I have talents, gifts and skills that have been given to me, to me and I must use them to their maximum capacity. Many years ago I decided I realized that my purpose in life was to Educate, Equip and Empower everyone that I had the opportunity to spend time with. So through hard work and persistence, I have come to a place where I can take the opportunity that I have been given and make my dream a reality!

I will say this with all humbleness, but I really believe that my purpose in life is to take you, your team, your business, your career and your growth to levels you would not think possible. It doesn't matter where you maybe be starting from, what happened to you in the past, what you maybe going through in the present, just give me a couple of hours with you, your sports team, your school, your students, your sales team, your juvenile delinquents, your patients and I promise you that I will make a positive impact that should bring about a transformation in the dimension that they are in. I will educate, equip and empower whoever is in front of me to succeed, to overcome and above all to be a better and more productive person.

I look forward to having the opportunity of speaking and sharing with you.  
Thanks / David Samuyiwa









# *Curriculum Vitae*

**November 2024 -**

**DAVID LLYOD LEISURE CLUB**

PERSONAL TRAINING MANAGER FOR  
DAVID LLYOD HAMPTON

- Recruitment of PTs
- Training of PTs
- Planning club events with PTs
- Delivering club KPIs
- Team and Individual Sales Targets
- Payroll
- Quality Control
- Building Strong Connections With Other Departments

**November 2024 -**

**KUNGSLADUGARD BK**

ASSISTANT COACH / STRENGTH and  
CONDITIONING COACH U17

- Support to KBK Coaching Staff
- Responsible for Analysing Player Stats via GPS Tracking System
- Individual Player Support

**January 2024 - December 2024**

**BERGUM IF**

HEAD COACH FIRST TEAM

- Match Analysis and Match Preparation
- Planning of Training Sessions
- Player Transitions From U19s to First Team
- Participating In Board Meetings
- Sponsorships

**January 2024 - December 2024**

**BERGUM IF**

FOOTBALL DEVELOPMENT COACH

- Responsible for building a club culture and identity
- Supporting the coaches
- Recruitment Of Coaches
- Supervising Coaching Sessions
- Player Development

**January 2024 - November 2024**

**KUNGSLADUGARD BK**

HEAD COACH / STRENGTH and CONDITIO-  
NING COACH U16

- Match Analysis and Match Preparation
- Planning of Training Sessions
- Recruitment of Players
- Supervising Coaching Sessions
- Planning of Strength and Conditioning Sessions

**April 2022- Dec 2022**

**IFK GOTHENBURG TRACK & FIELD**

HEAD COACH TO SWEDISH  
ELITE SPRINTERS

- Training and Competition coaching
- Planning and execution of training sessions
- Organizing training camps abroad
- Technical Coach
- Mental Coach

**August 2020 - December 2022**

**COACH PALMAS ELITE ATHLETIC  
ACADEMY**

SPORTS DIRECTOR / ASSISTANT COACH

- Preparing Swedens Elite Sprinters For Junior & Senior Swedish/European/World Championships/Olympic Games
- Analysing and Observation of Running Technique and Strength and Power Training” Fitness Testing
- Mental Coaching
- Nutrition Advisor
- Working with sponsors and partners

**November 2019 - December 2022**

**ÖRGRYTE FOOTBAL CLUB**

FOOTBALL COACH / STRENGTH &  
CONDITIONING COACH

- Nutrition Advisor
- Development of physical training programs (Speed, Power, Strength, Stamina, Skills)
- Fitness Testing
- Prehab Program
- Mental Training

**January 2017 - June 2020**

**ZIVA PERFORMANCE TRAINIG CENTRE  
CO-FOUNDER**

- Health Club Manager
- Personal Training Coordinator (15 trainers )
- Group Training Coordinator (35 classes per week)
- Sales and Marketing
- Recruitment
- Payroll and Admin Duties

# *Curriculum Vitae*

**Januari 2011 – December 2012**

**ÖIS FOOTBALL TEAM**

**STRENGTH/ CONDITIONING/MENTAL COACH**

- Planning and writing training schedules
- Advising athletes on body maintenance, i.e. nutrition, vitamin, and mineral supplements, blood tests, massage and stretching
- Motivation to help achieve team and individual goals for the club and athletes

**August 2009 - December 2022**

**21ST CENTURY PERSONAL TRAINING**

**SCHOOL (EUROPA)**

**CHIEF EXECUTIVE OFFICER**

- Lecturer for 21st Century Personal Training School
- Mentor to future leaders
- Visioner and Pioneer
- Lifestyle Coach
- Talent Recruitment
- Motivation and Inspiration Speaker
- Elite Personal Trainer

**June 2008 – June 2009**

**NORDIC CLUB HEALTH AND FITNESS**

**GENERAL MANAGER**

(Sweden/Gothenburg)

- Daily management of facility
- People Management
- Customer Service
- Staff Recruitment
- Training, developing and assessing staff in all areas of the market
- Setting Budgets and Targets (monthly and quarterly)
- Assisting in the building of Nordic Club Franchise
- Reports and planning on future projects

**January 2005 - June 2009**

**FUSION FUNCTIONAL TRAINING Ltd**

(Sweden/Gothenburg)

**STARTER OF THE COMPANY/GENERAL MANAGER ELITE PERSONAL TRAINER**

- Pioneering Fustras concepts in business, sales and market growth
- Author of 'The Fustra Method and Thinking and Acting Outside Of The Box'
- Specializing in weight-loss, fat-loss and mental/motivation coaching

- Providing and developing researched based training programs

**January 2005 - January 2008**

**NORDIC WELLNESS**

(Sweden/Gothenburg)

**PERSONAL TRAINING CO-ORDINATOR /**

**ELITE PERSONAL TRAINER**

- Customer Service
- P.T training and recruitment
- Scheduled reports and weekly meetings
- Promotions, advertising and planning events
- People management
- Rotas
- Sales and marketing of gym and Personal Trainers
- Teaching classes
- Gym- instructions and follow-ups
- Personal Training
- Mental Coaching
- Nutrition programming in cohesion with dietists
- Sales targets for different departments
- Liason with members
- Administration duties

**September 2003 - November 2004**

**HOME HOUSE – PRIVATE MEMBERS**

**HEALTH CLUB**

(England/London)

- Gym supervisor
- Elite Personal Trainer
- Masseur
- Nutritional Advisor
- Sport Specific instruction e.g Athletics, Track and Field, Rugby, Tennis, Golf
- Rehabilitation trainer. Design training programs for specific need e.g. rehab over 50s, pregnancy and disabled.
- Administration duties and maintenance of equipment
- Supervising weekly training sessions of the fitness staff

**November 2002 - September 2003**

**S.A.T.S SPORTS CLUB**

(Sweden/ Gothenburg/ Stockholm)

- Advanced Personal Trainer
- Gym-instructor
- Group- Training Instructor: Box-Circuit Training Core
- Motivation Speaker
- Nutritional Advisor
- Sport Specific instructions e.g. Track & Field, Soccer, Wrestling, Golf, Tennis, Ice Hockey

**August 2001 - November 2002**

**HOME HOUSE – PRIVATE MEMBERS HEALTH SPA**

(England/London)

- Gym supervisor
- Advanced Personal Trainer
- Masseur
- Nutritional Advisor
- Sport Specific instruction e. g Athletics Track and Field, Rugby ,Tennis ,Golf
- Rehabilitation trainer. Design training programs for specific need e.g. rehab over 50s, Pregnancy, Disabled.
- Admin duties and maintenance of equipment
- Supervising weekly training sessions of the fitness staff

**November 1999 - July 2001**

**CLUCOTE PROVITEN**

TEAM COACH / MENTAL/MOTIVATION COACH

(Spain/Canary Islands)

- Training athletics of all levels, ages 11-40
- Planning and writing training schedules
- Advising athletes on body maintenance, i.e. nutrition, vitamin, and mineral supplements, blood tests, massage and stretching
- Motivation to help achieve team and individual goals for the club and athletes
- Educating athletes on the rules and regulation of the world athletic federation

**August 1997 – November 1999**

**CROMBIE CLOTHING**

SENIOR SALES ADVISOR /

LONDON ASSISTANT STORE MANAGER

(Bournemouth / Southampton)

- Customer Service
- Window Displays/Merchandising

- Sales and Marketing
- Company Sales
- Event Sales
- Stock Counting
- Admin Duties
- Staff Training
- Store Maintenance
- Brand Building

**October 1995 – March 2004**

**PROFESSIONAL ATHLETE:**

60M / 100M / 200M SPRINTING

(UK/ Gran Canaria/ Tenerife/ Spain / Sweden)

- Competing for DORSET/ SOUTH WEST ENGLAND / ENGLAND / GRAN CANARIA / TENERIFE / CANARY ISLANDS
- Competing in six national senior championship (ENGLISH, BRITISH, CANARY ISLANDS; SPANISH, SWEDISH, DANISH)
- Competing in over 40 international competitions in my career
- During my career, I trained with and competed against Olympic, World, European and Commonwealth Gold Medalists Athletes

**January 1995 – July 1999**

**LITTLEDOWN SPORTS CENTRE**

FITNESS INSTRUCTOR / PERSONAL TRAINER

(England/Bournemouth)

- Advisor in training and nutrition
- Motivating customers to help achieve their goals
- Grouptraining Instructor for up to 120 persons
- Fitness Testing
- Office/Admin Duties

**January 1995 – August 1999**

**TOP RANK LEISURE AND ENTERTAINMENT SECURITY OFFICER**

(South West England)

- Customer Safety
- Conflict Resolution
- Staff Training
- Personal Protection For Celebrity Artists
- Observation of Security Cameras
- Incident Reports
- Communication With Team and Other Security Operators
- Risk Assessment

**For more information**

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www.davidsam.se

# EDUCATIONS

(Below is a list of some of my main educations)

## ACADEMIC

**Sept. 2017 - Sept. 2019**  
**THE OPEN UNIVERSITY**  
**MASTERS DEGREE:**  
Teaching / Leadership  
Performance Enhancement /  
Personal Development

**September 2005 - May 2017**  
**THE OPEN UNIVERSITY**  
**BA HONS DEGREE:**  
Social Science / Spanish /  
Psychology

**September 1988 - June 1990**  
**VAUXHALL COLLEGE:**  
2 A LEVELS  
English Language  
English Literature

**September 1983 - June 1988**  
**ST MARKS SECONDARY**  
**SCHOOL**  
7 GCSEs  
English, Maths, History,  
Geography, Science,  
Religious Education,  
Physical Education

## HEALTH & FITNESS

**January 2010 - June 2010**  
**DS PERSONAL TRAINING**  
**SCHOOL**  
(Gothenburg / Sweden)  
Personal Trainer / Nutritionist  
Level 4

**Jan. 2013- Dec. 2015**  
**DS PERSONAL TRAINING**  
**SCHOOL ( Workshops )**  
(Gothenburg / Sweden)  
Olympic Lifting /  
Weight & Fat Loss /  
Pre & Post Pregnancy /  
Senior & Youth / Kettlebells /  
Functional Training / Prehab

**Sept. 1997 - Dec. 1997**  
**MASSAGE THERAPIST:**  
Southampton City College

**Sept. 1995 - Aug. 1996**  
**PREMIER PERSONAL**  
**TRAINING SCHOOL**  
Personal Trainer/ Nutritionist  
level 4

## FOOTBALL

**February 2022- November 2023**  
**UEFA**  
**SWEDISH FOOTBALL**  
**FEDERATION:**  
**STRENGTH & CONDITIONING**  
**COACH**

**January 2023**  
**UEFA**  
**UEFA C FOOTBALL COACH**

**January 2023**  
**UEFA**  
**UEFA ELITE YOUTH B**

**January 2023**  
**ENGLISH FA**  
**SAFEGUARDING**  
Working With Children  
6-18 years old

**January 2023**  
**ENGLISH FA**  
**FIRST AID CERTIFICATE**

**January 2021- December 2021**  
**UEFA**  
**UEFA B FOOTBALL COACH**

**January 2021 - December 2021**  
**SWEDISH FOOTBALL**  
**FEDERATION YOUTH A**  
**DIPLOMA**

**August 2021 - November 2021**  
**SWEDISH FOOTBALL**  
**FEDERATION**  
**GOALKEEPER COACH B**

**January 2021 - April 2021**  
**SWEDISH FOOTBALL**  
**FEDERATION**  
**GOALKEEPER COACH C**

**January 2018 - December 2019**  
**SWEDISH FOOTBALL**  
**FEDERATION**  
**YOUTH B DIPLOMA**



