



## **GEOFF COOKE OBE**

Former professional Rugby Union Player and Manager, now a freelance Management Consultant and in great demand as an after Dinner Speaker.

Geoff played mainly as a Centre/Fly Half 1962-72 and captained his Club and his County. He was Coach to Bradford RFC 1973-5. Coach to Yorkshire Rugby Football Union 1975-9, then Chairman of Selectors from 1980-85.

He was also appointed Manager of the England Rugby Union Team in October 1987.

He has led England in 46 major international matches including two tours to Australia/Fiji and one to Argentina. England achieved unparalleled success during this period including two successive Grand Slams in 1991 and 1992; reached the final of the World Cup in 1991 and were the winners of the inaugural Rugby World Cup Sevens in 1993.

Geoff was awarded the OBE for services to Rugby Football in June 1992. Manager of the 1993 British Lions rugby union tour to New Zealand.

He has two books to his name and is the author of numerous articles on sports coaching.

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