

Martin Sheppard

Managing Director, Smart Connection Consultancy

Chief Executive Officer, National Sports & Physical Activity Convention

Martin Sheppard is a recognised leader in the sport and leisure industry with over 40 years' experience across the UK and Australia. His career spans facility management, parks, arts, museums, tourism, and large-scale contracts, including managing 17 agreements for Melbourne City Council. Renowned for developing innovative procurement solutions, Martin has advised global, national, state, and local sporting bodies on strategies, sports surfaces, and facility management over the past decade.

As Managing Director, he leads Smart Connection Consultancy with a collaborative approach, drawing on an extensive network of partners to deliver expertise in consultancy, advocacy, events, and investment. Martin's vision and industry influence ensure clients receive innovative, practical, and sustainable solutions that drive long-term impact.