

ABOUT OPTIMEIZE



ABOUT IAN BYRNE



Educator & Lecturer



Personal Trainer &
Strength & Conditioning Coach



Life Coach



International Athlete and Trainer

SETTING UP OPTIMEIZE

I've spent the past 12 years as an Educator and coach, working in the field of Science & Performance. With the support of my amazing family growing up, I became successful in both academia and sports performance. This instilled my passion in the field of Wellbeing.

Unfortunately, I lost my father during my Leaving Certificate year in 2008 to Cancer and this changed my outlook on life purpose and happiness. Since then I've further immersed myself in Wellbeing Education and have formulated a career for myself in this field.

At the beginning of 2016, whilst still teaching, I set up my own Health and Wellbeing company and piloted off a number of training services and initiatives for students and sports teams. The experience I gained from this, in addition to my 4 education-based qualifications, and practical experience of working with over 10000 students, parents, and adults have helped me to construct and design the Wellbeing model which I operate from today. This led to the formation and start of the company Optimeize.

Focusing on time efficiency, time effectiveness, and time management the Optimeize company and model aims to impact the lives of millions of people globally. This will be achieved by taking an evidence-based approach to Wellbeing, productivity, and life fulfilment.

QUALIFICATIONS

- First class honours degree in Physical Education & Science in DCU
- Qualified Life Coach, Personal Trainer, and Strength & Conditioning Coach
- Worked as a Wellbeing Advisor for 3 years in the Professional Development Service for Teachers (PDST)
- Underage International football player
- 5-time soccer All Ireland winner, 3 titles with my club, and 2 with the league representative team, the DDSL
- U21 & Senior International futsal player
- Irish Senior team Captain in the UEFA Championship futsal qualifiers
- FAI futsal cup winner 2018
- Competed in the UEFA club championships on two occasions
- Captained Ireland in the European Minifootball Championships
- Named Best Sports Scholar in DCU in 2011
- Named best student in my degree in 2012
- Named best contributor to sport and club development in DCU 2012
- National award for Wellbeing contribution in Education in 2017
- Involved in continued research in the School of Health and Human Performance in DCU