

# REGIONAL DIRECTOR BIOGRAPHY

## Mike Fraser

### Northern Region



Mike has been involved in the Sports, Health and Well-being sector since graduating from university over 20 years ago with a degree in Sport & Fitness Studies. After starting out as a qualified Fitness Instructor and Personal Trainer, he worked in the corporate environment as a Business and Marketing Consultant in London before relocating to Manchester.

He rekindled his passion of the Health & Fitness Sector following various injuries picked up whilst playing Football at both amateur and semi-professional level, wanting to know how best to rehabilitate himself. After qualifying as a Level III Body ITC Massage Therapist, he went on to complete the Level IV Sports Massage Certificate and Level V Sports Therapy qualifications through the same governing body.

He currently works out of a number of private clinics across the Manchester region, as well as delivering solutions to individuals within the corporate sector. His skills have helped those in elite sport too; Paralympic GB Swimming squad (Beijing 2008, London 2012 and Rio 2016 Paralympics), GB Taekwondo and ParaTaekwondo squads (Tokyo 2021 Olympic & Paralympic Games), professional British Basketball League team Manchester Giants as well as a working with a number of Premiership, Championship and Women's Super League (WSL) Footballers.

Mike is very passionate about soft tissue and rehabilitation, working collaboratively with clients, enabling them to reach their goals and outcomes within realistic timeframes. He uses his extensive background and knowledge of sport, health, well-being, injury rehabilitation through to Strength & Conditioning using best practice and recognised Olympic Lifting techniques, building high levels of trust as well as rapport.

Outside of work, he's an avid football fan; despite living near Old Trafford and working near the Etihad Stadium, he remains true to his London roots, supporting his beloved Crystal Palace.

At present, Mike is currently studying his Level VI Masters Diploma in Sports Therapy, and hopes to help deliver training and mentor new and existing students and practitioners hoping to build their career in the industry. He also hopes to become more involved in developing opportunities and solutions for existing and new SMA members across the Northern region.