



## Alumni Profile

### Career Timeline



**Liam McGroarty**

Currently at: Union of European Football Association (UEFA), Switzerland

Position: Business Development Manager

Graduated: 2000

Degree(s): MTh

2003 - 2006:  
Lecturer in Theology -  
Coláister Mhuire Marino

2017 - Present:  
Business Development  
Manager - UEFA

2006 - 2013  
Various Roles including  
Head of Football  
Development for Football  
Association Ireland (FAI)

2014 - 2015  
Competition Director -  
AIBA Pro Boxing

### What do you currently do?

After years of working as a fisherman and teacher, I transitioned from a theology lecturer into working for the Football Association Ireland (FAI) before my current role as business manager for the Union of European Football Association (UEFA). As business development manager I work closely with other key functions within sports whilst dealing with event and stakeholder management, sponsorship activation, customer relationship management and regulatory processes. It is a very busy time.

### How do you think a degree from SPCM prepared you for today's modern world?

The content in terms of theology allowed me and other people to be able to philosophise and moralise on really important topics has given me a very good stead. In my work today, I am working with people from different faiths and non-believers and no matter what, once you come at that from a moral perspective and a fair perspective they



always recognise and appreciate that. I would say my degree has been very influential on me. The education I got in Maynooth, formed me as a confident, respectful person and certainly during the Masters it gave me the skills to critique matters fairly and properly. This perfectly set me up for my work in future careers.

**What do you remember most from your time at St Patrick's College, Maynooth?**

In addition to the camaraderie between lecturers and students (both lay and Seminararian) I thoroughly remember the sport being very influential. I thoroughly remember the encouragement from lecturers of being told to think and to critique and to think differently. It gives you a good grounding on who you are as a person, both personally and academically. I remember the lecturers always being very passionate about the subjects they taught and their willingness to always help you to challenge certain ideas.

**What advice would you give to someone who is considering a degree at SPCM?**

No matter what you want your future topic to become whether it is arts, science or business you will always come back to some fundamental questions in life. Studying theology allows you to have the language and the confidence to debate some of the deeper matters in life so do not be hesitant about choosing a degree in Theology. Every successful project I have done has been about the people you meet and the relationships you develop with them. Theology gives you an ability to view values of today's modern society and in my case see the values of football managers, famous boxers and soccer players and to understand their values on the field.

**And lastly, if you could describe your time at SPCM in a phrase or a few words, what would they be?**

The best days of my life.



**Above:** Liam pictured with his colleagues in Switzerland.

**Below:** Liam delivering a conference talk on behalf of UEFA.

