Tom Simms

Design strategist helping people, teams and organisations make meaningful progress through facilitation, human-centred design and systems thinking.

www.tomsimms.ie ↗ | hello@tomsimms.ie | Dublin, Ireland

DESIGN PROJECTS

Springschaft ↗

Self-initiated Design Project

- Explored the purpose of the Irish state and how greater alignment between institutions, communities and individuals might improve society.

SYSTEMS THINKING • RESEARCH & SYNTHESIS • PROBLEM FRAMING • COMMUNICATION

The Autumn Society ↗

Community Design Project

- Developed a community-based service helping young adults gain clarity, accountability and confidence through structured reflection and peer support.

HUMAN-CENTRED DESIGN • SERVICE DESIGN • FACILITATION • COMMUNITY BUILDING

Hockey Media Belgium ↗

Independent Client Project

- Developed a visual identity for the founder of a Belgian hockey media venture.

CLIENT COLLABORATION • VISUAL IDENTITY DESIGN • COMMUNICATION • ITERATIVE DESIGN

Learn more at tomsimms.ie ↗

LEADERSHIP EXPERIENCE

Women's 3s Head Coach — **Dublin, Ireland**
Pembroke Wanderers Hockey Club — Aug 2025-Present

- Built a close-knit team culture centered around enjoyment, shared purpose and continuous improvement, leading to a 2nd-place league finish and Shield victory.

LEADERSHIP • TEAM DEVELOPMENT • COMMUNICATION • CULTURE BUILDING

Ireland Over 35s Head Coach — **Nottingham, England**
Indoor Hockey Masters World Cup — March 2026

- Stepped into the role at short notice and built a united team that played with purpose, trust and commitment to one another.

PERFORMANCE COACHING • TEAM COHESION • LEADERSHIP UNDER PRESSURE • ADAPTABILITY

Juniors Hockey Coach (under 12s, 14s, 16s) — **Dublin, Ireland**
Pembroke Wanderers Hockey Club — Aug 2024-Present

- Provided a safe, performance-centered environment for junior players to learn and develop.
- Co-ordinated 25 Teams during 250 player super blitz.
- Coached three teams to the top of their leagues and two teams to a playoff title.

PLAYER DEVELOPMENT • COACHING • EVENT COORDINATION

OTHER ROLES

Bar staff — **Dublin, Ireland**
Pembroke Wanderers HC — 2023-Present

Senior Girls Head Coach — **Dublin, Ireland**
St. Conleth's College — 2025-2026

6th Class & 1st Year Girls Hockey Coach — **Dublin, Ireland**
Muckross Hockey Club — 2022-2024

EDUCATION

National College of Art & Design
BA (Hons) Product Design (International)
Graduated 2023

Elisava, Barcelona
Erasmus+ Exchange

ADDITIONAL INVOLVEMENT

Founding Member, Hockey Ireland Game Changers
Youth council developing future leaders in Irish hockey.

EuroHockey Youth Leadership Festival 2025
Selected to represent Ireland in Mönchengladbach, Germany.

EuroHockey Youth Leadership Certificate (Ongoing)
Leadership development programme for emerging hockey leaders.

LANGUAGES

English — Native

German — Fluent

French, Spanish — Beginner

INTERESTS

Reading

History & Politics

Philosophy & Psychology

Creativity & Innovation

Hockey

Helping on the small family farm