

General

# Mr Gordon Burton



Mr Gordon Burton was appointed to the Committee in March of 2024 as a Public Interest Representative.

Having graduated from Loughborough University with an MSc in Sport Science, focussing on human physiology and nutrition Gordon went on to a career in high performance sport.

Initially he operated as a performance scientist then worked at UK Sport, the UK's trusted high-performance experts, powering our greatest Olympic and Paralympic athletes, teams and sports to achieve positive success. He worked as a Performance Advisor and contributed to the transformation of the high-performance sporting system, winning more Olympic and Paralympic medals than ever before. Gordon also worked closely with innovation partners to facilitate cutting edge performance solutions with a number of Olympic and Paralympic sports.

He has gone on to hold senior leadership positions in sports teams and now runs a consultancy offering strategic advice, facilitation and independent reviews in high performance sporting contexts and innovation startups.

Mr Burton's appointment as a member of the COT expires on 28th February 2027.

## Personal Interests

**Category of Interest**

**Organisation / Body and Nature of Interest  
(period)**

Consultancies and other fee-paid work	Nottingham Trent University consultancy contract (work with Si Active Ltd.).
Shareholdings	Wife is a shareholder of Si Active Ltd.
Other personal interests	Wife is a member of the Food Standards Agency Advisory Committee on Animal Feedingstuffs (ACAF).