



About Us

Chimp Management is a consultancy group working in Olympic sport, corporate, business, healthcare and education to help people be happy and successful through gaining insight and emotional skill.

The Mind Management Programme, which is at the core of our practice, was developed by Professor Steve Peters and outlined in his book 'The Chimp Paradox'.

Professor Peters is a Consultant Psychiatrist and Undergraduate Dean at The University of Sheffield Medical School and has worked for more than thirty years helping people to achieve success including British Cycling, Sky ProCycling Team Sky, Ronnie O'Sullivan and Liverpool FC.

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DEAN COOMER

BSc, MSc

Psychological Skills Mentor

Dean completed his BSc (hons) in sport science in 2004 and MSc in Psychology in 2011 to compliment years of practical experience working first for the Sports Council of Wales, followed by several years as a Royal Air Force physical training instructor and rehabilitation specialist.

Prior to joining the Chimp Management Team, Dean enjoyed a hugely successful, varied and exciting 26-year military career where he rapidly progressed to the top of his rank structure while leading several dynamic teams in a variety of challenging environments. His last post in the military was in the privileged position as Professional Lead Advisor for Exercise Therapy at Headley Court, a centre of excellence for treating severely injured servicemen and women.

In 2008 Dean was highly commended in the Queen's Birthday Honours list for outstanding team performance and again in 2009 by the Secretary of State for Defence. In 2014 he was awarded the Defence Medical Services academic prize for clinical research. His greatest satisfaction comes from seeing others find meaning, achieve their goals and ultimately live a happier life. His passion for helping people is driven by a fundamental belief that life offers potential.

Qualified and experienced in several aspects of training, Dean brings these experiences to his role as a Chimp Management Psychological Skills Mentor.

Dean admits to maintaining an all-round 'reasonable level of fitness' and he loves spending time with his family.