



Mark Griffin MBE

Ultimate Performance Coaching

ABOUT MARK

- **Founding Partner**, PurposeFused
- **Founder and (former) CEO**, Play Rugby USA
- **Real Leaders Top Impact CEO**, 2023
- **Real Leaders Top Executive Coach**, 2024-2025
- **Former International Athlete**, USA Men's National Rugby Team
- **Member of the Order of the British Empire (MBE)**, awarded by Her Majesty The Queen
- **Fun Fact:** Featured in EA Sports Rugby 2005
- **At Home:** Committed to wellness, coaching kids, community connections, and playing the "old dad" game

CERTIFICATIONS

- **Stakeholder Centered Coaching**
- **Leadership Aperture Coaching**
- **Authentic Leadership Model Coaching**
- **PurposeFused Leadership Coaching**
- **Ultimate Performance Coaching**
- **Sports-Life (Transition) Coach**
- **Energy for Impact via The GC Index®**
- **Barrett Analytics - Developing Leaders & Cultivating Culture**

Mark Griffin is a leadership coach and Founder Performance Partner who works with founders and senior executives navigating ownership transition, succession, and complex leadership inflection points.

Through his firm PurposeFused, Mark partners with leaders and executive teams to align people, purpose, and performance—helping organizations sustain execution, strengthen culture, and lead effectively through periods of growth, transition, and increasing complexity.

A central focus of his work is the human side of ownership transition. Whether organizations are preparing for succession, employee ownership, partial liquidity, or broader leadership evolution, Mark works closely with founders and leadership teams to navigate the identity shifts, stakeholder alignment, and cultural considerations that accompany structural change.

His work helps ensure leadership capacity evolves alongside the organization so performance, culture, and long-term value are protected.

A former international rugby player, recovered banker, and founder of an award-winning social enterprise, Mark brings more than 25 years of experience operating where leadership, performance, and pressure intersect.

SELECT PARTNERS

