

Brian Cody - Keynote

Brian Cody, born in Sheestown, County Kilkenny in 1954, is widely regarded as the most successful manager in the history of hurling and one of Ireland's great leaders in any field. A former Kilkenny player with three All-Ireland titles to his name, Cody took over as senior manager in 1998 and led the team for an extraordinary 24 seasons. During that time, he guided Kilkenny to 11 All-Ireland Championships, 18 Leinster titles and 10 National Hurling League victories, creating an era of dominance built on discipline, unity and an unshakeable team culture.

Cody's leadership philosophy extended far beyond sport. He believed that culture came before winning, humility outweighed ego, and the team's interests always surpassed individual ambition. He demanded accountability—both from himself and those around him—and embraced change to avoid complacency, ensuring sustained success over decades. His approach resonates deeply in the corporate world, offering powerful lessons on building resilient teams, inspiring collective purpose, and leading with integrity under pressure.

