

Brendon started his football career in 1969 as an apprentice with Arsenal FC, the following year he was offered a professional contract with the club. In 1974 he transferred to Cambridge United where he was the club captain and led the team to promotion to what was then the old 3rd Division.

In 1978 Brendon transferred to West Bromwich Albion FC which was then in the 1st Division (now known as the Premier League) where he became not only a regular in the first team but one of the 'Legends' of the club.

Unfortunately, in 1984 a knee injury forced Brendon into early retirement where he was immediately offered a position with the PFA progressing to Deputy CEO, a role he held until 2002. Brendon has held several positions within the PFA, including the Chairman of PFA Financial Management Ltd, Director of PFA Enterprises (the commercial arm of the PFA) and to this day remains a trustee.

In 2002 Brendon was approached to join the new board at West Bromwich Albion FC as MD, at the time newly promoted to the Premiership and has continued to have a very close relationship with the club.

As well as forming his own consultancy working across a range of areas generally around equality, coaching and financial support, Brendon has had active roles as Board Member and Chairman respectively with SGSA and Sporting Equals.

Currently Brendon is Chairman of the Professional Players Federation (PPF) which is a membership organisation made up of professional player unions across all sports, President of EU Athletes and a trustee of the PFA and the West Bromwich Albion FC Foundation.

Brendon was awarded the MBE and OBE for services to Football