



SCOTT HALLENBECK
Executive Director, USA Football

Scott Hallenbeck has led USA Football, the sport's national governing body in the United States, since 2005. He oversees all aspects of the organization, including football development, digital media, communications, corporate partnerships, and membership programs.

Under Hallenbeck's leadership, USA Football has established itself as the leader in high school and youth football coach education and player skill advancement, collaborating with experts in medicine, child advocacy and leaders spanning multiple levels of the sport. USA Football also authors and commissions national-scope research studies to analyze and strengthen the sport's level of safety for the benefit of youth players.

Hallenbeck directed the creation and implementation of USA Football's Heads Up Football program in 2012, which has established a better, safer game through important standards rooted in education across youth and high school levels. More than 25 percent of the U.S. youth football community registered for Heads Up Football in 2013. The program encompasses USA Football's nationally accredited coach certification course, Centers for Disease Control and Prevention (CDC) concussion recognition and response, heat and hydration protocols, equipment fitting instruction and fundamentally sound tackling techniques.

Hallenbeck has led the independent nonprofit in forging dynamic and significant partnerships with more than two dozen organizations, including the American College of Sports Medicine, the National Athletic Trainers Association, National PTA, the NCAA's Atlantic Coast, Big 12, Big Ten and Pac-12 conferences as well as the NFL and its 32 teams.

USA Football also manages America's national teams in the sport for international competition as the United States' delegate to the International Federation of American Football (IFAF).

Hallenbeck serves as executive committee treasurer for IFAF, which consists of 64 national federations dedicated solely to American football, which spans six continents. He is also president of the 14-nation Pan-American Federation of American Football (PAFAF), consisting of federations for Argentina, Bahamas, Brazil, Canada, Chile, Colombia, Costa Rica, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, the United States, Uruguay and Venezuela.