



Sam Acho

Former NFL Linebacker and ESPN College Football Analyst
Director of Human Capital, AWM Capital

Background

Sam Acho is a college football analyst and former professional football player. He spent nine seasons in the NFL. He was an elite college football player at the University of Texas. Sam currently serves as the Director of Human Capital at AWM Capital; an investment adviser focused on managing wealth for professional athletes and families.

Sam is a staunch advocate for athlete financial literacy and cautions against the downstream consequences of tax ignorance. He pushes his “Four Uses of Money” framework for NFL players, which covers planning, taxes, spending, and giving, frequently speaking with athletes and their families as they navigate these struggle

Education

Sam graduated from UT’s School of Business with a double major in business honors and marketing and holds an MBA from Arizona State in Global Management.