

Scott Hallenbeck

Executive Director, USA Football



Area of Expertise

- Youth Sports
- Amateur Football

Utilized by:

- USA Today
- NFL Sirius Radio
- NFL.com
- Boston Globe

Quick Hits

- USA Football is the first national advocacy group created for the purpose to support and expand football at all amateur levels.
- USA Football is the first organization to provide background checks for youth coaches.
- Launched National KidsDay while with the Boys & Girls Club of America.

A Further Look into Scott

Scott Hallenbeck joined USA Football as Assistant Executive Director in February 2005, bringing with him 15 years of strategic marketing, business development, and brand building experience in the sports industry. Scott's experience includes work with the Olympics, youth, non-profit, and corporate arenas. Hallenbeck is known for his leadership skills and developing innovative programs. One of the highlights of his career came during his time with the Boys & Girls Clubs of America, when Hallenbeck launched National KidsDay, a successful national youth development promotion. Hallenbeck began his professional career in sports at the U.S. Olympic Committee in 1991 as International Games Coordinator, planning and coordinating operations as the Athletes' Village Manager at the 1992 and 1994 Olympic Winter Games. Scott has also held positions as the manager of Global Sports Marketing at Reebok and the Vice President of Turner Broadcasting's Goodwill games.

About USA Football

USA Football is a Washington, D.C.-based non-profit providing coaching and officiating education and many other resources to youth leagues and high school programs, further strengthening the country's most popular game. Former U.S. Congressman and Buffalo Bills quarterback Jack Kemp is USA Football's chairman. USA Football was endowed by the NFL and NFLPA in 2002.

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