

Scott Hallenbeck
USA Football
CEO & Executive Director

Scott Hallenbeck has led USA Football as CEO & Executive Director since 2005, shepherding the organization from its early stages to being designated as a Recognized Sports Organization by the U.S. Olympic & Paralympic Committee (USOPC) in November 2015 and ultimately to its official certification as the sport's National Governing Body (NGB) by the USOPC in April 2025. USA Football is the 38th Summer Olympics NGB.

USA Football is American football's first NGB, marking a significant milestone for the sport ahead of the debut of men's and women's flag football at the Olympic Games in Los Angeles in 2028.

In his role as CEO, Hallenbeck directs all of USA Football's efforts, guiding its non-profit mission to lead, strengthen and grow the sport. Under Hallenbeck's guidance, USA Football oversees all aspects of American football in the U.S. This includes selecting, training and leading the U.S. Men's and Women's National Teams in both tackle and flag football, including for the upcoming Olympic Games.

Hallenbeck developed USA Football's relationship with the USOPC and the International Federation of American Football (IFAF) to secure USA Football's involvement in international events as football's global footprint expands. As the sole U.S. member of IFAF, which serves as the international governing body for the sport of American football, USA Football organizes and operates the exclusive high-performance and national team program, providing unique access and opportunities for elite athletes to compete for Men's and Women's Flag and Tackle U.S. National Teams in international competitions.

In addition to leading Team USA, USA Football develops and delivers best-in-class education, resources, sports standards and programs to empower athletes at every level. More than 6,300 football organizations enroll with USA Football, connecting more than 250,000 coaches and 1.5 million athletes. USA Football is the sport's global leader in youth football coaching education, with more than 1.2 million completed coach certifications in all 50 states and numerous foreign countries across six continents through its Youth Coach Certification Program.

USA Football is dedicated to building relationships and working with leaders in the football space to advance the sport and deliver its programming. Since 2010, USA Football has led more than 1,000 youth football clinics and events with the NFL, its teams, college conferences, college bowl games and other football organizations.

Football's positive cultural change that was advanced by Heads Up Football beginning in 2012 is being further propelled under Hallenbeck's leadership by USA Football's Football Development Model (FDM). Developed in partnership with medical, child development,

long-term athlete development and football subject matter experts and launched in 2021, the FDM aligns with the USOPC's long-term athlete development principles.

At its foundation, the FDM focuses on progressive skill instruction that teaches young athletes age-appropriate skills and meets them at their current stage of development. It is an approach designed to develop the whole athlete and serves as the sport's first long-view model for athlete development.

In addition to his role with USA Football, Hallenbeck has worked to expand the game on an international level as a board member, Treasurer and Vice President of IFAF. Hallenbeck first joined IFAF's leadership as a member of their board in 2006 and has served as Treasurer and Vice President for multiple terms each. He most recently held the title of Vice President from 2021-24. IFAF consists of 75 member nations spanning six continents and is responsible for all regulatory, competition, performance and development aspects of the game on a global level.

Hallenbeck served the U.S. Olympic Committee from 1991-94 before joining Reebok (1994-96) in Global Sports Marketing capacities. He was a vice president for Turner Broadcasting's 1994 Goodwill Games production. Hallenbeck established his own business, Links Marketing LLC, in 2002, developing marketing programs for Boys & Girls Clubs of America, Easter Seals, Major League Baseball and others.