

Joseph Michael DeLeo  
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## **Work Experience:**

Head Strength & Conditioning Coach – October 2018 – Present

### **Federação Portuguesa de Remo, Lisbon, Portugal**

- Strength and conditioning program design and implementation
- Teaching and instilling foundational principles, concepts, and skills
- Communication and weekly review of technique and video analysis with physiotherapist/strength and conditioning coach to improve program design for athletes on an individual level.
- Coordination with High Performance Director, Head Coach, and President of Federation to develop athletes at the junior, U23, and Senior Team Levels

Strength and Conditioning Specialist – October 2017 – Present

### **Lawrence Memorial Hospital, Lawrence, KS**

- Coach multiple sports performance programs and classes:
  - Middle School, high school, master athletes and senior citizens as well as wellness classes such as Tai Chai
  - Sports include soccer, golf, tennis, basketball, volleyball, cross country, and track and field
- Worked directly with Sports Medicine Director and physical therapists to continue rehabilitation for patients and progress them to strength and conditioning across various injuries such as ankle, knee, hip, low back and shoulder.
- Worked directly with Sporting Kaw Valley General Manager Marcus Dudley to plan and execute youth-based soccer camps at Lawrence Sports Pavilion
- Manage MindBody software; building out all classes and programs offered by LMH
- Responsible for all marketing and business development of sports performance and adult fitness programs which has resulted in partnerships with local clubs such as Ad Astra Swimming
- Established training standards for middle school and high school athletes

LEO Training, LLC – Founded 2014 - Present

### ***Niche performance training and rehabilitation business focusing on endurance athletes***

- Strength and Conditioning Workshop, Montemor O Velho, Portugal, 2019
- Joy of Sculling Conference, Presenter, Saratoga Springs, NY, 2019
- Georgetown University Consulting, Men's Heavyweight & Lightweight Teams, 2019
- Get Connected Workshop, California Junior Rowers, 2019
- Avizaqqua Rowing Camp for Master's/Juniors with Mads Rasmussen, 2019, Avis, Portugal
- Joy of Sculling Conference, Presenter, Saratoga Springs, NY, 2018
- Old Dominion University Workshop, Women's Heavyweight Rowing Team, 2018
- Masters World Rowing Championship, Avizaqqua Team Center, Booth, 2018
- USA U23 Lightweight Rowing Camp, Mercer, NJ, 2018
- Avizaqqua Rowing Camp for Master's/Juniors with Mads Rasmussen, 2018, Avis, Portugal
- Joy of Sculling Conference, Presenter, Saratoga Springs, NY, 2017
- Joy of Sculling Conference, Attendee, Saratoga Springs, NY, 2016
- Naval Academy Workshop Lightweight Men's Rowing Team, Annapolis, MD, September 2016
- Navy Rowing Camp, US Naval Academy, Annapolis, MD, June 2016
- Whitman Crew Workshop, Bethesda, MD, December 2015
- Cazenovia Rowing Club Rowing Coach |Masters Rowing - Summer & Fall 2013-2015

\*\*All original and recent podcast and content available at [www.leotraining.io](http://www.leotraining.io)

Customer Journey Agent – November 2016 – July 2017

### **Viessmann Manufacturing, Warwick, RI**

- Development & publication of original content: website editorials
- Leading in house video production from shooting, editing, and publication
- Develop and drive leads to sales teams to meet sales goal of \$41.4 million

- Event Planning and Management of local and national tradeshows and conferences

Marketing Associate – March 2016 – June 2016

**Parthenon EY, Boston, MA**

- Write, develop and publish Thought Leadership content to website
- Manage all aspects of social media platforms and growth of channels

Strength & Conditioning Specialist – December 2015 – August 2017

**CORE Studios, Pawtucket, RI**

- Evaluated and designed training programs for one on one and small group training with a focus on injury rehabilitation, general physical preparedness, and performance
- Clients ranged from youth (high school & collegiate) to adults and seniors

Personal Trainer – December 2015 – March 2016

**Performance Physical Therapy, Providence, RI**

Assisted physical therapists with corrective exercise program design for clients for injury rehabilitation or post-surgery rehabilitation

Marketing Manager - July 2014 - November 2015

Sales & Marketing assistant - November 2011 - July 2014

**SGS Galson Laboratories, East Syracuse, NY**

- Cut the marketing budget by \$50K within a 2-year period, 30% reduction in cost savings, while securing long- term cost efficiency and creative growth through coaching junior marketing personnel
- Responsible for steering sales and marketing initiatives, including developing materials for 11 locations across North America. Promoted to the role of Marketing Manager, recognized for creative insight and expertise in supporting complex marketing projects and campaigns. Authored and designed press releases, online advertisements, web content and print materials

Graduate Assistant Coach – Men' s Rowing Team - August 2008 to June 2011

**Syracuse University Athletics, Syracuse, NY**

- Collaborated with the Head and Freshman Coaches to organize practices, home regattas and alumni events.
- Assisted with NCAA athlete recruitment initiatives while maintaining the university's boathouse, on-campus facilities, and \$500K in equipment
- Coached undefeated crews in duel races, winning Eastern Athletic Rowing Championships in Men's Open Four

**Formal Education:**

- Master of Science (MS) in New Media Management, 2009 - 2011  
Syracuse University, Syracuse, NY
- Bachelor of Business Administration (BBA) in Sport, Event & Hospitality Management, 2004 - 2008, The George Washington University, Washington, DC

**Educational Workshops and Professional Certifications:**

- NSCA Missouri State Advisory Board, June 2019 - Present
- EXOS Speed & Agility Course, Rochester, MN, 2019
- McGill 3, High Performance Training: Progressing Backs from Pain to Performance, Buffalo, NY, 2019
- McGill 2, The Detailed Back Assessment: Reducing Pain and Enhancing Performance, Port Orange, FL, 2017, 2019
- Foundational Strength – FMS & StrongFirst, Atlanta, GA, 2018
- Midwest Sports Performance Conference, Lawrence, KS, 2018
- Strong Endurance with Pavel Tsatsouline, StrongFirst, Chicago, IL, 2018
- StrongFirst Giryra II – StrongFirst, Philadelphia, PA, *attendance only*, 2017

- McGill 1, Building the Ultimate Back: From Rehabilitation to Performance, Port Orange, FL, 2017
- Barefoot Training Specialist® Level 2, Boston, MA, 2016
- StrongFirst Bodyweight Instructor, Boston, MA, 2016
- StrongFirst Girya I – StrongFirst, Boston, MA, 2015
- RockTape Functional Movement Taping Level 2 – RockTape, NJ, 2015
- Functional Movement Systems Level 2 - Functional Movement Systems, Philadelphia, PA, 2014
- CPR/AED Certification - American Red Cross, 2013
- Certified Strength & Conditioning Specialist - National Strength and Conditioning Association, 2013

**Areas of Expertise:**

- High Performance & Injury Rehabilitation/Prevention
- Evaluation & Assessment
- Coaching & Teaching
- Program Design
- Education through Content – Blogging, Podcasting, Video Editing and Production

**Social Media Profiles:**

[Facebook](#) - @Joseph.Michael.DeLeo

[Twitter](#) - @JDeLeo

[Instagram](#) - @leotraining

[LinkedIn](#) - @Joseph DeLeo