



ECNL 2025 Coaching Symposium

Jeremy Boone: Winning Leader

Jeremy is an internationally recognized performance coach, best-selling author, published researcher, and the creator of Winning Leader™—a groundbreaking platform that accelerates influence, creates lasting impact, and helps leaders in sports and business accomplish their missions. He was named among the top 5 in the '50 Under 50' category for Entrepreneur of the Year by Disruptor Magazine, and has earned acclaim for his award-winning 2019 TEDx Talk, 'The Courage To Connect,' which has been incorporated into leadership curricula across Fortune 500 companies, professional sports teams, colleges, and high schools nationwide. He is recognized as the world's leading expert in Sports Axiology—the science of human value and decision-making in sport—and has over 15 years of applied research. Since 1995, Jeremy has been immersed in elite performance, serving as the NFL's first official offseason speed coach with the Carolina Panthers for eight years. He has worked with professional soccer teams across the USA, France, England, Canada, and Brazil, and provided mental performance and leadership training for NASCAR teams, colleges, NFL/MLB teams, Olympic medalists, Fortune 100 leaders, military personnel, and more.

Ceri Bowley: ECNL Technical Advisor

Ceri is the ECNL Technical Advisor where he oversees content development in the ECNL Coach Education Center and leads various seminars for league coaches throughout the year. Bowley worked as a first team assistant for Rangers FC in the Scottish Premier League and UEFA Champions League in 2023. Prior to that, he worked for many years for City Football Group (CFG) where he led the creation and implementation of the City Football Methodology, which remains in place at CFG clubs across the globe. Bowley holds a PhD in Sports Psychology and Coaching Science, and has worked with Barry Town, the English FA, Swansea City and Merthyr Town in various roles.

Emily Cosler: Senior Director of Strategy, US Soccer

Emily joined U.S. Soccer's strategy department in October of 2022. As the Senior Director of Strategy, Emily's work has primarily focused on strategic projects including the U.S. Way Sporting Strategy, the Safe Soccer Clearance program, 2027 and 2031 FIFA Women's World Cup bids, and partnerships with key landscape stakeholders such as National Member Organizations and Professional Leagues. She has also helped to support the implementation of U.S. Soccer's new strategic vision, including matured business planning processes. Prior to joining the team at U.S. Soccer, Emily worked in management consulting at Bain & Company.

Matt Crocker: Sporting Director, US Soccer



Matt became U.S. Soccer's Sporting Director in August of 2023, overseeing the entire Sporting Department and focusing on the Men's and Women's National Team programs, Youth National Teams, and the Extended National Teams. Crocker is responsible for setting U.S. Soccer's sporting vision, overseeing the performance of all national teams, implementing the technical development plan, developing sporting culture, philosophy, ensuring greater communication, and sharing of best practices. Matt is formerly the English Football Association Head of Development Teams and Southampton Director of Football Operations - he brings more than 25 years of experience in player development and coaching with proven success at the club, youth, and senior international levels. A native of Wales, he holds a UEFA Pro License, the FA Technical Directors License, the FA Academy Manager's license and has an Honors Bachelor of Science in Sport Pedagogy.

Anson Dorrance: Former UNC Head Women's Soccer Coach & USWNT Head Coach

Anson Dorrance is considered by many to be the most influential person in the history of American women's soccer, and one of the most influential leaders in women's soccer globally. As the head women's soccer coach at the University of North Carolina, Dorrance won 22 NCAA National Championships and his program was rated as one of the most successful dynasties of the 20th Century. He is a seven-time NCAA Women's Coach of the Year, was elected to the National Soccer Hall of Fame in 2008, and received the US Soccer Federation Werner Fricker Builder Award in 2016. He is a seven-time NCAA Women's Coach of the Year, was elected to the National Soccer Hall of Fame in 2008, and received the US Soccer Federation Werner Fricker Builder Award in 2016. Dorrance retired from UNC this fall with over 900 wins and having coached many of the biggest names in women's soccer history.

Peter Kenyon: Former CEO Manchester United and Chelsea

Peter Kenyon is a distinguished football executive celebrated for his transformative leadership at two of England's biggest clubs, Manchester United and Chelsea FC. At Manchester United, Kenyon expanded the club's commercial reach, solidifying it as one of the world's most profitable football brands. Later, as CEO of Chelsea, he oversaw the club's dramatic rise under Roman Abramovich, driving its global brand recognition and footballing success. Known for his strategic vision and negotiating expertise, Kenyon remains a pivotal figure in the sports industry.

Marieke Laurens: US Soccer Talent ID Education Lead

Marieke Laurens is from the Netherlands where she worked extensively with the Dutch Women's National Teams, including serving as an assistant coach for the KNVB U-15 Girls' National Team. Laurens has coaching U-14 to U-19 National Team players at the Centre for Elite Sports and Education in Amsterdam. She also worked as a KNVB Academy Coach Educator, training



coaches from the U-5 to U-19 levels. She holds a USSF "A" license, UEFA "A" license, and Talent Scout license.

Nicole Lukic: US Soccer Director of Talent ID - WYNT

Nicole Lukic is the US Soccer Director of Talent ID for the women's youth national teams. Previously, she was the Sporting Director and Head Coach at Minnesota Aurora FC in the USL W League where she was the 2022 USL W Coach of the Year and a 2024 Minneapolis / St. Paul Business Journal 40 under 40 honoree. She has experience as a youth Technical Director, Director of Coaching and Director of Operations, and assistant college coach and Assistant Athletic Director at the University of Wisconsin – La Crosse. She holds a US Soccer "A" License, Talent Scout License, Grassroots Instructors License, and a Master's Degree.

Eric Potterat: High Performance Psychologist, Retired US Navy Commander and Bestselling Author

Eric Potterat, Ph.D. is a high-performance psychologist, retired US Navy Commander and bestselling author. Eric served for 10 years as the psychologist for the US Navy SEALs, responsible for the mental assessment, selection, development, maintenance and enhancement programs for the Navy's best warriors and highest performers. Eric is credited with developing and implementing the mental toughness curriculum for the U.S. Navy SEALs and was awarded the Legion of Merit medal upon his retirement from the Navy in 2016. From 2016 through 2023, Eric served as the Director of Specialized Performance Programs for the Los Angeles Dodgers, a period when the team had the most regular season wins in baseball, won 3 National League Championships and the 2020 World Series. Eric also served as the high-performance psychologist for Red Bull for 5 years, where he managed the development and implementation of the mental performance program for the Red Bull Athlete Performance Center Los Angeles. He also worked as the mental coach for the US Women's National Soccer Team as they won the World Cup in 2019.

Drew Watson: ECNL Medical Advisor

Drew Watson, MD, MS, is an Associate Professor in the Department of Orthopedics and Rehabilitation at the University of Wisconsin School of Medicine Public Health and board certified in pediatrics and sports medicine. He is a team physician for the University of Wisconsin and Forward Madison FC in USL League One and serves as the ECNL Chief Medical Advisor. He is the Director of both the ECNL Center for Athlete Health and Performance and the University of Wisconsin Human Performance Laboratory, conducting research in pediatric exercise physiology, injury prevention and the impacts of injuries on well-being and mental health in athletes.

