

NICOLE NELSON



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SUMMARY OF QUALIFICATIONS

- Founder, Nelson High Performance Consulting and Crucial Competencies™ Coach
- Over 20 years of Division I collegiate soccer coaching experience
- Adjunct faculty for Southern Methodist University, Sport Performance Leadership Department
- Honorary Fellow for University of Technology Sydney, High-Performance Sport Department
- Leadership expertise: Over 20 years of experience leading and managing sport organizations
 - Leadership of self: Self-awareness and regulation, traits and tendencies, emotional intelligence, communication styles, development of personal leadership framework, mindfulness and maintaining wellness
 - Leadership of others: empowering others to exceed perceived limitations to embody their full potential, social intelligence, building and managing trust, navigating critical conversations and conflict, creating diverse and inclusive eco-systems, managing key relationships
- Former student-athlete; team captain and Academic All-American in soccer
- International Coaching Federation Certification in progress

EDUCATION

Southern Methodist University – Dallas, Texas

- Masters Certificate in Dispute Resolution and Conflict Management with an Executive Leadership Coaching Concentration (2020)

Stephen F. Austin State University – Nacogdoches, Texas

- Master of Education in Exercise Science (2005)

Oklahoma City University – Oklahoma City, Oklahoma

- Bachelor of Science in Psychology (1997) – Magna cum Laude
- Bachelor of Arts in Spanish (1997) – Magna cum Laude

US Soccer Licenses

- USSF – Coaching Licenses (D-1998, C-2002, B-2004, A-2006)

PROFESSIONAL EXPERIENCE

Nelson High-Performance Consulting and Crucial Competencies™ Coach – Dallas, Texas

Founder (February 2020 to Present)

- Current Leadership Coaching and Consulting:
 - University of Technology Sydney – School of Sport, Exercise and Rehabilitation – Course Design
 - Southern Methodist University – Hart Leadership Center Coach – Graduate Certificate Program
 - Lucky Dog Barkery – Executive Leadership Coaching and Wellness Development
- Past Leadership Coaching:
 - SMU Sport Performance Leadership Webinar – Co-host – College and high school leaders

- Frisco Independence H.S Women’s Basketball Staff, Episcopal School of Dallas Athletic Leadership Team – “Five Behaviors of a Cohesive Team” development workshops

Southern Methodist University – Dallas, Texas

Simmons School of Education - Sport Performance Leadership Adjunct Faculty (2015 to Present)

- Collaborate with Faculty on curriculum changes for Sport Performance Leadership degree
- Research and assess relevant objectives for Sport Performance Leadership degree courses
- Design and teach a 4000 level “Coaching Seminar: Special Topics”
- Design and teach a 4000 level “Technology and Sport”
- Negotiate with technology companies for program research and access to technology
- Develop necessary skills and knowledge to teach proficiency in multiple technologies
- Serve as a guest speaker for “Coaching and Leadership” course annually

University of Technology Sydney – Sydney, Australia

School of Sport - Online Masters in High-Performance Sport Honorary Fellow (2020 to Present)

- Course developer for “Leading and Managing High-Performance Sport”
- Collaborate with faculty team of learning design professionals on build and implantation of course

Southern Methodist University – Dallas, Texas

Associate Head Women’s Soccer Coach (2012 to February of 2020)

- Development and implementation of standards for team culture, leadership expectations and core values
- Coordinated and managed all facets of student-athlete recruiting and selection
- Oversight on admissions and academics with 3.3 team GPA, 1000 APR, 100% GSR and NSCAA Team Awards
- Partner with head coach for technical, tactical and functional aspects of practice and game management
- Develop and manage sport science programming and data
- Analyze tactics for scouting opponents, edit and present video to team before and after each opponent
- Consult on National Letters of Intent and scholarship amounts
- Negotiate and select athletic equipment, apparel, and software companies
- Oversee and manage areas of operating budget including: \$30,000 recruiting, \$60,000 equipment and \$180,000 travel

Team Accomplishments

- NCAA Tournament – At Large Bid (2016)
- AAC Tournament – Finals (2016), Semifinals (2017, 2019), Quarterfinals (2013, 2014, 2018)
- Conference USA Tournament – Semifinals (2012)
- Top 25 Rankings and 10 or more wins – (2016, 2017, 2018, 2019)

University of Oklahoma – Norman Oklahoma

Head Women’s Soccer Coach (2007 to 2011)

- Laid foundation for championship caliber program in a BCS Conference including most successful year in program team history in 2010
- Developed and implemented standard for team culture, leadership curriculum and core values
- Coordinated all facets of recruitment and selection including signing best classes in program history
- Designed and refined training curriculum, practice and game management
- Oversaw all scouting of opponents, video editing, and presentations for team
- Managed National Letters of Intent, scholarships, and admissions
- Oversaw academics with 3.2 team GPA, 980 APR, 100% GSR and NSCAA Team Awards
- Developed all budget projections and operated within approved budget of \$350,000 every year
- Oversaw university, conference and NCAA compliance
- Consulted with marketing unit for promotion and ticket sales
 - Increased Fan base by approximately 150 per game each year
 - Record attendance numbers in 2011; OSU game set single game record (2002 fans)

- Established donor relationship and consulted on design of facility addition for bench dugouts
- Collaborated with Sports Medicine and Strength and Conditioning for care of Student-Athletes
- Implemented substantial community outreach program:
 - Annual free soccer clinics; over 400 participants per clinic
 - School Assemblies; teaching REACH through physical activity
 - Children's Hospital visits & multiple smaller scale service events annually
- Participated in public speaking engagements and appearances
- Directed Sooner Soccer Camp

Team Accomplishments

- Co-Big 12 Coach-of-the-Year (2010)
- Conference Tournament (2010, 2011)– First consecutive appearances since 2004-05
- Highest Big 12 Finish in Program History (2010-Tied 3rd); Big 12 Conference Record 5-4-1; 2-0-1 (Big 12 Tournament beating Texas, #7 Texas A&M, Tie against Elite 8 team-OSU)
- Advanced to the Big 12 Championship Game- First time program advanced past 1st round (2010)
- NCAA At-Large Bid (2010)
- Seven All-Conference Honorees
- Three student-athletes drafted to Professional Soccer

University of Texas – Austin, Texas

Assistant Women's Soccer Coach (2006 to 2007)

- Ranked as high as Number 1 by Soccer America (2007)
- Big 12 Tournament Champions (2006, 2007)
- NCAA Sweet Sixteen Tournament (2006, 2007)
- NCAA Tournament (2006)
- Two NSCAA All-Americans (2006)

Baylor University – Waco, Texas

Assistant Women's Soccer Coach (2005)

- NSCAA Team Academic Award
- Six Academic All-Conference

Stephen F. Austin State University – Nacogdoches, Texas

Head Women's Soccer Coach (2002 to 2005)

Adjunct Faculty for Health and Wellness Department (2002, 2003)

Assistant Women's Soccer Coach (2001 to 2002)

- Southland Conference Coach-of-the-Year (2003, 2004)
- Southland Conference Champions (2004)
- Southland Conference Tournament Champions (2003)
- NCAA Tournament Appearance (2003)

STUDENT-ATHLETE EXPERIENCE

- Started every game played at perennial NAIA power Oklahoma City University (OCU)
- Team captain OCU (1996, 1997)
- Academic All American (1995, 1996, 1997)
- All-Sooner Athletic Conference (1995, 1996, 1997)
- All-Region (1996, 1997)

US SOCCER EXPERIENCE - Development Academy/ Olympic Development Program

- Talent scout for US Soccer Talent Identification (2017 to 2020)
- Coach for US Soccer Identification and Development Centers (2017 to 2020)
- Region III – Head Coach '97 Age Group (2011 to 2013)

LEADERSHIP TRAINING AND COMMITTEE SERVICE

- Southern Methodist University – Diversity and Inclusion Program (2018)
- Cardinal Advisors –Executive Prep Program (2012 to 2018)
- What Drives Winning – Interactive Course (2016, 2017)
- Science and Soccer – International Coaching Conference (2013, 2014)
- University of Oklahoma – Diversity and Inclusion Program (2010, 2011)
- NCAA – Women’s Coaching Academy (2011)
- Algarve Cup – International Coaching Symposium (2009)

NCAA – National Collegiate Athletic Association

- Central Region Ranking Committee (2009, 2010)
- Big 12 Soccer Coaches Representative (2009, 2010)

NSCAA – National Soccer Coaches Association of America

- NCAA Recruiting Cabinet Representative (2011)
- Big 12 National Representative (2008 to 2010)