



COACH
ALEX
LALAOUI

Results. For the team. For the fans. For the country.



*Over the past decade, Coach Alex Lalaoui
has developed and managed these highly successful
soccer academy program brands:*



UNITED STATES COACHING LICENSES

- USSF National “A” License – Obtained 2010
- USSF National “B” License – Obtained 2007
- USSF National “C” License – Obtained 2005
- National “D” License – Obtained 2003
- State of New Jersey E License – Obtained 2003
- State of New Jersey F License – Obtained 2000

CITIZENSHIP

Dual Citizenship; United States Citizen; Moroccan Citizen (holds valid U.S. & Moroccan passports)

LANGUAGES

Fluent in English, French, Moroccan and all dialects of Arabic; basic understanding of Russian

HIGHER EDUCATION

1995

Associates Degree
Economics Hassan II University
Casablanca, Morocco

1994-1995

Completion of Intensive Economics Study
Novogorod University
Russia

TEAM AFFILIATIONS

Played on the Following Teams

FC Colombia, Casablanca, Morocco
Sponsored by Club Athletic de France
Forward
Semi Professional League

FC Cosmos, Casablanca, Morocco
Sponsored by Club Athletic de France
Forward
Semi Professional League

Raja Club Athletic, Casablanca, Morocco
Forward
Semi Professional League



CURRENT PROFESSIONAL SOCCER AFFILIATIONS

United States Soccer Federation, *Member*
National Soccer Coaching Association of America, *Member*
United States Soccer Coaches Organization, *Member*
United States Youth Soccer Coaches Connection, *Member*

Worked closely with staff at New York Red Bull to actively promote professional soccer

Worked closely with staff at the United States Soccer Federation during special event coordination

Active in developing and promoting New Jersey Youth Soccer events – Club Number 9386

STUDIED UNDER THE FOLLOWING COACHING PROFESSIONALS

Jay Hoffman

United States Soccer Federation

Thomas Turner, PhD

United States Soccer Federation
Ohio State Youth Soccer Association North

Bob Bradley

Current Coach
Egyptian National Soccer Team

Graham Ramsay

Former Director of Education & Training
Maryland State Soccer Association

Keith Tabatznik

Former Coach
Georgetown University

Roberto Lopez

Staff Coach
United States Soccer Federation

Juan Carlos Michia

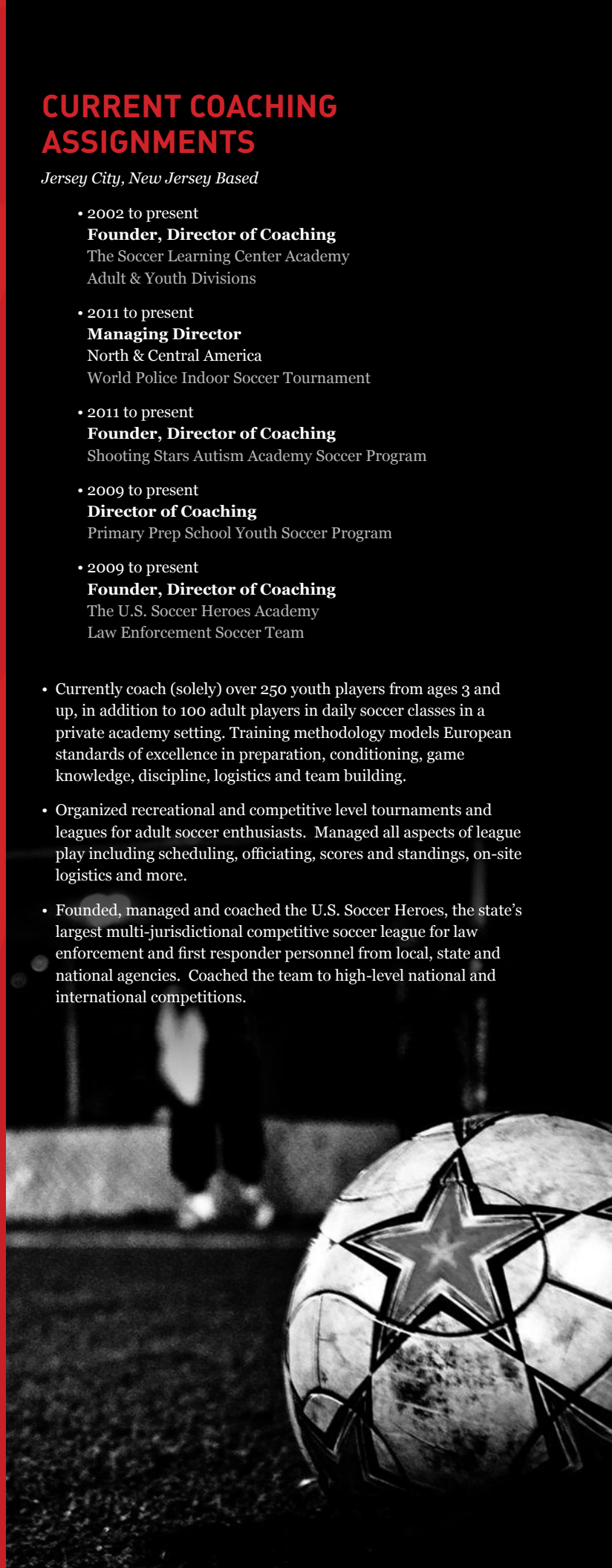
Coach
United States Soccer Federation

CURRENT COACHING ASSIGNMENTS

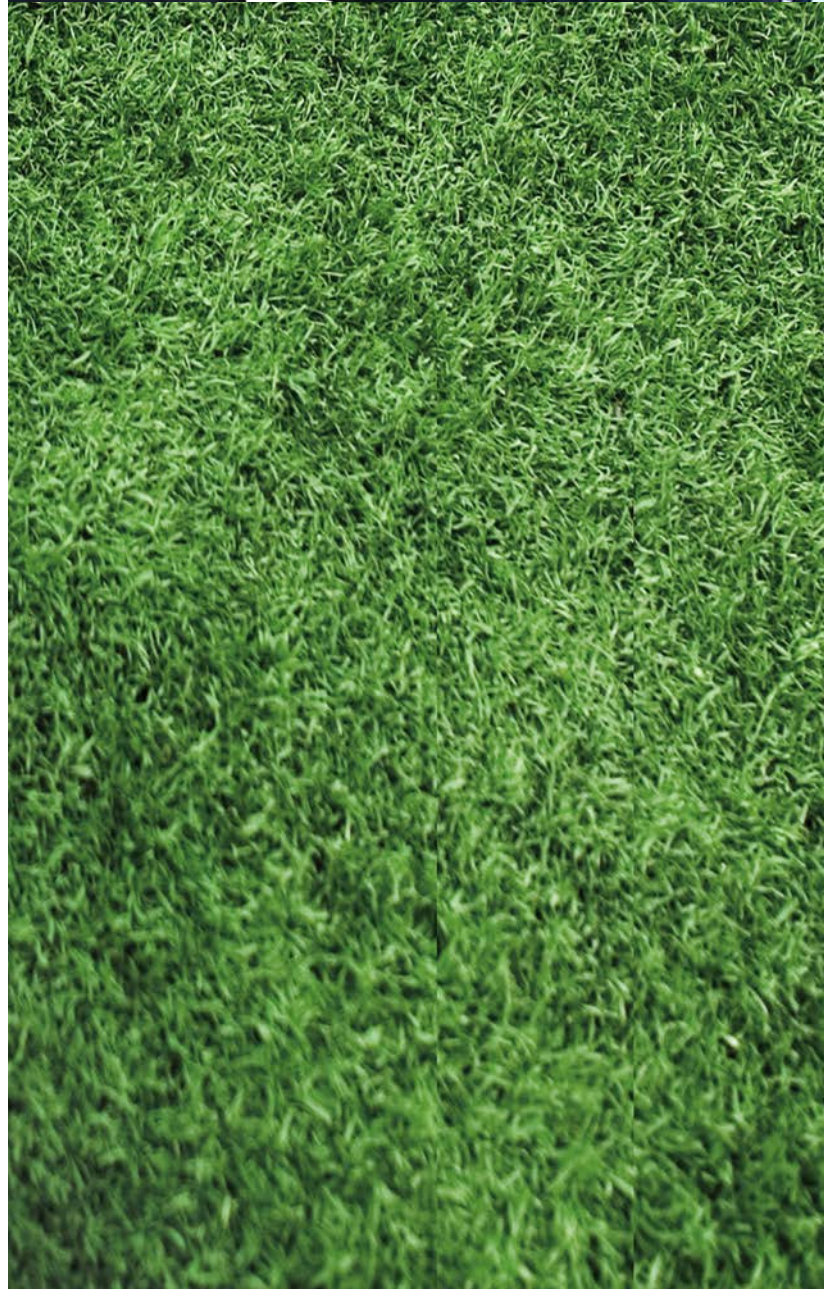
Jersey City, New Jersey Based

- 2002 to present
Founder, Director of Coaching
The Soccer Learning Center Academy
Adult & Youth Divisions
- 2011 to present
Managing Director
North & Central America
World Police Indoor Soccer Tournament
- 2011 to present
Founder, Director of Coaching
Shooting Stars Autism Academy Soccer Program
- 2009 to present
Director of Coaching
Primary Prep School Youth Soccer Program
- 2009 to present
Founder, Director of Coaching
The U.S. Soccer Heroes Academy
Law Enforcement Soccer Team

- Currently coach (solely) over 250 youth players from ages 3 and up, in addition to 100 adult players in daily soccer classes in a private academy setting. Training methodology models European standards of excellence in preparation, conditioning, game knowledge, discipline, logistics and team building.
- Organized recreational and competitive level tournaments and leagues for adult soccer enthusiasts. Managed all aspects of league play including scheduling, officiating, scores and standings, on-site logistics and more.
- Founded, managed and coached the U.S. Soccer Heroes, the state's largest multi-jurisdictional competitive soccer league for law enforcement and first responder personnel from local, state and national agencies. Coached the team to high-level national and international competitions.



- More than a decade-long commitment to developing youth and adult soccer programs from the ground up provides a unique perspective on how to effectively build and maintain a highly-successful club – from recruitment; talent development; family management; training; psychological motivation and more.
- Have organized, managed and coached up to six, 45-minute consecutive training sessions daily in ten to twelve week increments; five-hour per day competitive weekly leagues in eight to ten week increments; full-day instructional camps; collegiate and high-school level training camps, full-day competitive adult tournaments and cups, etc.
- Able to quickly and professionally evaluate skill sets of players and recommend techniques, tactics, offensive and defensive strategies toward improvement. Possess keen eye for the game, able to make on-the-spot adjustments to maximize player and match potential.
- A seasoned soccer professional physically fit with an exceptional ability to communicate on the field and off. Able to engage players in an authentic and inspiring manner increasing training effectiveness and dramatically improving team psychology.
- Works with team and individual players to incorporate highly effective motivational techniques that reflect a strong commitment to positive and professional player development.
- Creates unique fitness drills that engage players both physically and mentally while preparing them for the rigors of the soccer pitch.
- Highly effective team administrator, responsible for marketing, advertising, curriculum development, player recruitment and training, tournament organization, team uniform selection, award programs, travel logistics, community outreach, etc.
- Media trained with the ability to professionally navigate through press interviews and high-impact team social events.
- Fluent in several languages with a keen understanding of the media culture of the U.S., Europe, North Africa and the Middle East.
- Ability to build soccer appreciation and awareness by participating in tournament fundraisers, organizing soccer player appearances, and volunteering for other high profile events.
- Created the area's first free professionally coached soccer program custom tailored for children on the autism spectrum.
- Developed adapted soccer curriculum just for the autistic learner.
- Developed, implemented and coached customized soccer programs for private schools and learning centers.
- Solid commitment to developing youth players from underserved communities and nurturing talent that would otherwise go undiscovered.





PREVIOUS COACHING ASSIGNMENTS

2011-2012

Assistant Coach

New Jersey City University
Women's Soccer Team, Jersey City, New Jersey

2006 to 2008

Manager/Organizer

Royal Air Maroc Atlas Cup Tournament, U.S. Finals
Jersey City, New Jersey

2004 to 2007

Athletic Director

Waterfront Montessori School
Jersey City, New Jersey

2006

Coaching Consultant

Hoboken High School Soccer Team
Hoboken, New Jersey

2003 to 2004

Head Coach

YMCA Youth Soccer Team
Hoboken, New Jersey

2003 to 2004

Head Coach

All Saints Episcopal Day School Youth Soccer Team
Hoboken, New Jersey

COMMUNITY ORGANIZATION & INVOLVEMENT

Active and involved community oriented business leader who taps into the power of soccer to make positive, social change.

Key projects include:

- Assisted in the organization of a multi-jurisdictional law enforcement soccer tournament in North Bergen, New Jersey in April of 2013 to benefit the New Jersey Special Olympics.
- Organized and developed soccer league fundraisers to raise money for Jersey City, New Jersey families devastated by Hurricane Sandy in October of 2012
- Initiated an immediate clothing and supply drive for more than 52 people, including 22 children, driven from their homes in an April 2012 fire in Jersey City, New Jersey
- Assisted in the planning and running of the Lt. Alan Beck Memorial Soccer Tournament in the spring of 2010.
- Helped raise funds for area law enforcement families battling cancer.
- Assisted in the planning of the Reese Benkin Soccer Tournament in Bayonne, New Jersey to help raise funds for a child of a New Jersey firefighter fighting a rare genetic disorder.
- Provides generous soccer memorabilia donations to the annual Hoboken Tricky Tray PBA event raising funds to combat Rett Syndrome, a rare genetic disorder that strikes infant girls.
- Developed and managed the annual Heroes Cup Soccer Tournament between the Jersey City Police Department and Jersey City Fire Department Soccer Teams – held at Giants Stadium in New Jersey.
- Developed and managed the DiNardo Family Cup, a fundraising tournament held at Giants Stadium that helped raise \$10,000 for the children of slain Jersey City Detective, Marc Anthony DiNardo.
- Developed and managed the Kicks for Kenneth fundraising tournament that helped raise more than
- \$15,000 for a Hudson County Corrections Officer and mother caring for her critically ill son.
- Organized a county-wide soccer ball drive for a deployed Army officer in Iraq – more than 300 balls were raised for needy children in war-torn Iraq.
- Developed and coached an indoor soccer program for the Jersey City Police Activity League for inner city youth at risk. Donated all proceeds from the program back to the PAL organization.
- Personally donates free instructional classes to children of law enforcement officers, first responders and the U.S. military so they have an opportunity to learn soccer on an academy level.
- Recognized by local and state governmental leaders with Official Proclamations focusing upon my efforts to build awareness and interest in soccer within the state of New Jersey for recreational and charitable purposes.



An active and involved community oriented business leader who taps into the power of soccer to make positive social change.





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