

EVENT PRESS RELEASE

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FOR IMMEDIATE RELEASE

Oregon United FC announces new leadership for Southern Oregon Training Center

Portland, OR – Oregon United FC (OUFC) will present Hector Cruz as the Interim Chief Operations Officer and Director of Coaching.

OUFC is proud to have Hector lead us forward. “Hector fits perfectly into the OUFC vision of ‘players first’ and a ‘winning’ culture. His approach to technical development aligns him with our Dutch philosophy of ‘Total Voetbal,’” CEO M-J Tate said. “We knew Hector’s experience at the elite level of coaching was unmatched. In addition to his early days of coaching in southern California, he was most recently Co-Founder and Technical Director of OFA in the Rogue Valley, when they were most competitive, so he knows the soccer landscape in the area very well.”

“Hector really made this an easy decision for OUFC. His enthusiasm for making our Southern Oregon training center and pipeline for some of the best players in the area was invigorating. When speaking to Hector, I knew he understood our vision of creating an inclusive club with players from all over the valley, not just a focus on one location. Ultimately, and most significantly, Hector is a USSF “A” Licensed coach, the highest coaching certification in the country. This gives him immediate credibility and a level of respect that is unmatched in the area - we’re excited.” Tate declared.

Cruz said, “OUFC is at a pivotal point in its Southern chapter. To further focus on player development, it is crucial to replace and restart the leadership and its process, in order to produce a better player.”

Joining Hector and the OUFC leadership will be Bob Page who will lead our High School Academy Age Groups. “We are proud to have Bob in the OUFC family, he has a wealth of knowledge to impart to high school players serious about playing college soccer”. Tate said. “Having Bob team up with Hector make them a formidable partnership, with well over four-decades of coaching experience, which is invaluable.” Bob holds a USSF “D” License.

“The passion of the young player must be met with long term commitment to their individual development. Helping them do the ordinary things better than anyone else, will open the door to extraordinary things”, said Page.

In closing, Tate said. “I’m so excited for this new leadership. Both of these coaches have so much humility, coupled with steely determination to keep OUFC at the forefront of player development in Oregon. Moving away from parent and recreational-level coaching will add a higher standard of professionalism on and off the field, giving our members the confidence that OUFC coaches care about ‘players first,’ while still creating a winning culture on and off the field.