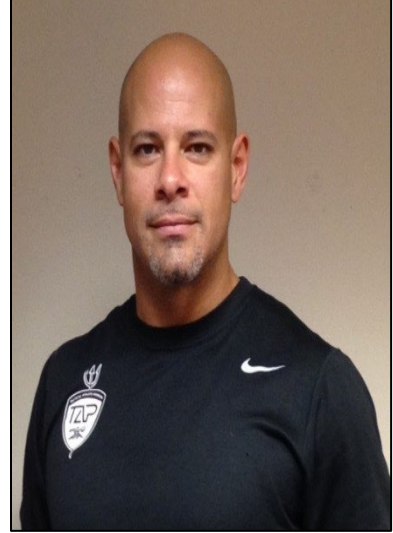


**Joe Cruz MS, CSCS, USAW L1,
Holistic Health and Fitness Program Director
165th Infantry Brigade, U.S. Army Training Center, Fort Jackson, SC**

Joe “Coach Joe” Cruz currently serves as the H2F Program Director for the 165th Infantry Brigade, U.S. Army Training Center, Fort Jackson, SC. Coach Joe has over 20 years of coaching and leadership experience in the civilian and military sector. Additionally, Coach Joe is an Infantry Officer serving in the New Mexico Army National Guard and has 28 years of combined enlisted and officer service. He served two tours in the Central Command Area of Operation on an Embedded Transition Team and Military Engagement Team, performing advise and assist missions with the Afghan National Army Soldiers and the Jordanian Armed Forces in support of Operation Enduring Freedom and Operation Spartan Shield. Prior to taking the position with the 165th, Coach Joe led the Ready First H2F Team in Fort Bliss, TX. Additionally, he served as the Human Performance Program Manager for Naval Special Warfare Group Four-Special Boat Team Twenty, working with Navy Sea, Air, and Land (SEAL) and Special Warfare Combatant Craft (SWCC) operators.



Coach Joe holds a Master of Science (MS) Degree in Exercise Science from California University of Pennsylvania and an MS degree in Organizational Leadership from Regent University among other strength and conditioning certifications. Coach Joe loves Jesus, cooking, and is a competitive triathlete. His life mantra is straight forward and to the point, “Be a man of character, driven by principle, and strengthened by love.”