

**Peter Jacobson**  
11 Jackson Ave, Unit 4  
Scarsdale, NY 10583

July 31, 2022

Mr. Tony Ersland, Wrestling Head Coach  
Purdue University  
Mackey Arena, Room 2216  
900 John R. Wooden Drive  
West Lafayette, IN 47907

Dear Mr. Ersland:

It was great meeting you in Florida and discussing your opening for an Athlete Development Associate. In reading about the position online and hearing more detail from you, it immediately clicked how perfectly the needs of the position fit my experience and skills. I believe the addition of a dedicated professional to mentor student-athletes to their highest potential, both on and off the mat, could be a critical part of taking Purdue Wrestling from great to truly elite.

My dynamic collection of work and life experiences, both in and out of wrestling, have uniquely prepared me for this position, with a deep and varied perspective and “outside-the-box” thinking to meet the challenges and opportunities Purdue Wrestling faces moving forward. **I have painstakingly and intentionally spent the last twenty years of my life preparing for this transition to college athletics once I finished my “other” career with the New York City Fire Department.**

As a high school wrestling coach for the last 20 years, I deeply understand **the underlying psychology of recruitment and retention**. As a coach who does not even work in the school as a teacher, we've been able to build our program from eight student-athletes to over 95 student-athletes at all levels by showcasing to students and their parents a strong, positive culture of inclusivity and high-performance that transcends wrestling and transfers over to their academics and other endeavors as well -- all at a small public high school without a rich wrestling tradition, and often while overcoming many negative stereotypes or perceptions of the sport. **We use wrestling as a vehicle to prepare our student-athletes for all the challenges of life and we do a great job selling that vision. In the past few years we've matriculated student-athletes into the programs at Harvard, Princeton, Columbia, NYU, Johns Hopkins and the University of Virginia, amongst others.**

As a New York City firefighter for over 20 years, I have lived in **a culture of teamwork, sacrifice for a greater cause, and service to others** for my entire professional life. In a very real way, I understand how to **“get the job done” no matter what, taking ownership of my efforts and holding others accountable in a high-stakes, high-performance environment.**

With essentially two full-time jobs over the past twenty years, I'm no stranger to the amount of time and effort required to build something lasting and special. But these experiences have also given me the **strategic perspective to identify and implement the highest-leverage strategies first -- working smarter, not just harder** -- to build our program and find the life-balance to make these efforts sustainable year-after-year.

Finally, my experiences with the National Wrestling Coaches Association (NWCA), USA Wrestling (USAW) and WinSmarter, my own consulting and speaking business, have specifically prepared me to lead a collegiate wrestling program in many other ways. As both a student and now an instructor

for the NWCA's Coaches CEO Leadership Academy, I'm well versed in best practices for **recruiting and retention, fundraising and development, and building a program whose student-athletes positively differentiate themselves in the classroom, on campus and in the local community.**

Through USAW's Bronze certification and Silver Coaching College, I have **high-level knowledge of wrestling strategies and tactics, peaking and periodization, high-performance sport psychology, strength and conditioning for collegiate wrestlers, and performance nutrition and weight management best practices.** Through WinSmarter I've developed systematic programs for **building mentorship, character and leadership in my student-athletes and building a student-athlete-centered culture that supports them reaching their highest potentials.**

I am fully prepared to put in the work required to keep building a wrestling program that you and the rest of the Purdue community can be proud of both on and off the mat. **My references (also attached), each with years of college coaching and wrestling experience, can attest to that as well.** My knowledge, experience and passion are an ideal fit for the challenge and I'm eager to speak further about the position. I can be contacted at [pjacobson492@gmail.com](mailto:pjacobson492@gmail.com) or on my mobile phone at (646) 425-8931.

Sincerely,

Peter Jacobson

P.S. You can review my online coaching portfolio here including my coaching philosophy; my vision, core values and standards at Edgemont High School; and recent presentations I have given: [winsmarter.com/purdue-resources](http://winsmarter.com/purdue-resources)

# **Peter Jacobson**

## **Professional References**

### **Mike Moyer**

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### **Mike Mitchell**

Current Assistant Coach - Edgemont HS  
Former Assistant Coach - University of Southern Maine and American International College  
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