

CURRICULUM VITAE
LUCAS WOODY

MS, CSCS



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Education

Sports Massage Therapy Diploma <i>Indiana Massage College, Carmel, IN</i>	2018
Masters of Science in Kinesiology Concentration: Sports Psychology <i>A.T. Still University, Mesa, AZ</i>	2016
Bachelor of Science in Wildlife Biology Minor: Biology <i>Purdue University, West Lafayette, IN</i>	2009

Professional Credentials

Certified Strength and Conditioning Specialist <i>National Strength and Conditioning Association (cert #7248146098)</i>	2017 - Present
CrossFit Level 2 Trainer <i>CrossFit, Inc.</i>	2018 - Present
CrossFit Level 1 Trainer <i>CrossFit, Inc.</i>	2013 - 2018
Fitness Nutrition Specialist <i>National Academy of Sports Medicine, (cert #1428029)</i>	Oct. 2012
Certified Personal Trainer <i>National Academy of Sports Medicine, (cert #1601249391)</i>	2011 - 2017
Heartsaver CPR and AED <i>American Heart Association, (e-card code #226026945836)</i>	2022 – Present

Teaching and Advising

Lecturer	Fall 2022 - Present
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Certificate in Entrepreneurship and Innovation, Purdue University

- ENTR 20000 - Introduction to Entrepreneurship and Innovation
 - The course brings together students from all academic disciplines to understand how ideas, inventions and innovations become new business ventures. The course demonstrates how entrepreneurs and innovators consider ideas in novel ways, search for gaps in existing markets, and use change to their advantage by adapting quickly to new situations.

Site Mentor and Guest Lecturer

2019 - Present

Health and Kinesiology, Purdue University

- HK 49201 Internship for Exercise and Health
 - Site Mentor - Served as a primary internship mentor for undergraduate students.
- HK 59000 Field Experience in Sport Performance
 - Site Mentor - Served as a primary internship mentor for graduate students.
- HK318 Strength and Conditioning and Exercise Instruction
 - Guest Lecturer and Site Mentor - Assisted students in developing advanced physical performance programming.
- HK411 Clinical Applications of Health/Fitness Concepts
 - Site Mentor - Lead undergraduate through self-discovery to determine future career choices and further develop interpersonal relationship skills.
- HK 424 Health and Fitness Management
 - Guest Lecturer - Spoke with undergraduate class on personal journey, trials and successes of owning and operating fitness facilities, and more.

Professional Presentations

Woody, L., *Reversing the Work From Home Crisis*, Human Movement Seminar. Mar. 25, 2021.

Woody, L., *Becoming a Road Warrior*, Purdue University Senior Director of Corporate Relations Presentation, 2015.

Electronic Media

Podcast Guest: The Shift Method. *High School Strength and Conditioning*. Ep. 36, Feb. 2023.

Video Podcast Guest: Before the Lights, INHSSCA. May, 2022.

Podcast Guest: The Shift Method. *Starting your own gym. Developing Coaches, & Finding Purpose*. Ep. 6, July 2021.

King, Sam. "30 to Watch: Lucas Woody uses Human Movement to help community "be better"."
Journal & Courier, 10 Dec. 2018,
<https://www.jconline.com/story/news/2018/12/11/30-watch-lucas-woody-uses-human-movement-help-community-better/2233194002/>, accessed 16 Feb., 2023.

Professional Experience

Athletic Performance Coach Aug. 2016 - Present
McCutcheon High School, Lafayette, IN

- Create advanced programming designed around the physiological, emotional, and developmental needs of high school athletes.
- Developed and implemented a 400-hour internship program, built around effective coaching presence, exercise programming efficacy, interpersonal skills, and cuing/correcting/triage.
- Implemented a new culture system to intentionally develop character traits such as responsibility, empathy, positivity, respect, determination, and integrity in a weight room setting.
- Develop systems to maximize efficiency of the athletic performance program given a stringent time domain.
- Work with clients of all ages, backgrounds, and abilities through programs designed to increase their physiological abilities for sports performance.
- Aid in leading effective agility, strength, speed and power programs alongside head and assistant coaches for a wide variety of sports (volleyball, football, basketball, wrestling, tennis, track and field, cross country soccer, baseball, and softball).
- Design mobility protocols that aid in recovery and injury prevention.

Founder, Head Coach 2016 - 2021
Human Movement Performance and Prehabilitation, Lafayette, IN

- Managed all back-office aspects, including finances, facilities, office organization, etc.
- Developed and implemented a 400-hour internship program, built around self-discovery.
- Created and implemented a 365 days/year training program based around General Physical Preparedness.
- Researched, learned, and implemented several softwares for business efficiency (e.g. Zen Planner) and training efficacy (e.g. Train Heroic).
- Sourced, hired, supervised, supported, and developed a dynamic team of interns/observers (1-4 at once, 20+), part-time and full-time staff (6).
- Managed growth in the team through tools like DiSC Assessment, StrengthFinders, and Myers-Briggs.
- Created culture-building strategies, a culture guide, and systems to help team members learn and live by a common culture.
- Developed and implemented marketing and advertising strategies for business growth.

- Designed purposeful core values, mission, and messaging of a growing startup.
- Fostered a powerful, supportive community of 50+ members with different backgrounds, beliefs, and abilities through values such as empathy, integrity, consistency, and responsibility.
- Engaged members through volunteer opportunities, holiday events, and fitness activities.

Corporate Wellness Project Professional
WellFit Inc., Terre Haute, IN

Oct. 2016 - Mar. 2017

- Developed and implemented effective behavior modification programs for the associates of Subaru of Indiana Automotive.
- Planned and provided group fitness classes for a variety of modalities (spin classes, HIIT classes, office stretching programs, etc.).
- Created surveys to assess the effectiveness, awareness, and desirability of fitness programs.
- Assisted in managing a corporate basketball league.
- Assisted with equipment purchasing and requisition.

Director of Fitness/Director of Operations
Club NewTone, Inc., Lafayette, IN

Mar. 2011 - Jan. 2016

- Directed, managed, and progressed the daily/yearly operations of a full-amenity health club.
- Supervised the four major departments of the facility, including the member service department, childcare, personal training department, and sales and relations department.
- Developed and held accountable the financial, and department-specific goals of each area, including increasing memberships, improving/maintaining member retention, assuring health and fitness goals are met for clients, developing member relations for front-line employees, and more.
- Created and analyzed sales, retention, and appointment reports. Hired, trained, and continuously coached department supervisors, as well as over 35 front line employees.
- Organized community and in-house health and wellness events, including fitness events (indoor sprint triathlon) and community promotional events (community health fair).
- Completed payroll, marketing, program development, sales tracking, and other managerial duties.
- Assisted all clients and members in getting desired service, program, and results.
- Developed and implemented personal workout regimens for one on one and large group clients.
- Counseled clients on nutrition, exercise, and healthy living habits.
- Scheduled, promoted, advertised, and oversaw swim lesson programs throughout the year.

Awards and Highlights

- Top 10 Under 40 Recipient (2020) - Greater Lafayette Commerce
- Humanitarian Award (2020) - AMTA
- Community Builder Award (2019) - Evergreen Leadership
- Small Business of the Month (Nov. 2019) - Greater Lafayette Commerce
- 30 to Watch in Greater Lafayette (Dec. 2018) - Journal & Courier
- Student Impact Award (2018) - Junior Achievement of Greater Lafayette

Professional Development

INHSSCA State Clinic <i>National High School Strength and Conditioning Association</i>	Mar. 5, 2022
28th Annual Lafayette Area Sports Medicine Symposium <i>Franciscan Health Sports Medicine</i>	Feb. 8, 2018
IHRSA Convention and Trade Show, Chicago, IL <i>International Health, Racquet and Sportsclub Association</i>	Oct. 23-24, 2013

Professional Roles & Affiliations

- Junior Achievement of Great Lafayette, Board of Directors, President (Jan. 2020 - July 2022)
- Junior Achievement of Great Lafayette, Board of Directors, Member (Sept. 2016 - July 2022)