



BRAD HALL

VERIS RACING

PROFILE

I have a passion for human development and interaction. I pride myself on having ethical values by which determination and consistency are key to success. I also value honesty and transparency in my personal and professional dealings with people.

I have been a former professional cyclist and have studied psychology (hons') & sport science at a tertiary level. I also have several Cycling Australia high performance qualifications

CONTACT

PHONE:
0424894483

WEBSITE:
www.exerciseinstitute.com.au
www.cyclingdevelopment.org.au

EMAIL:
training@exerciseinstitute.com.au

HOBBIES

Psychology
Sports Science
Human Performance
Human Development
Community Service

EDUCATION

Edith Cowan University
B.Sci Sports Science

Edith Cowan University
B.Psychology (Honors First Class)
Completed a thesis in sports psychology (Elite Coaching)

Cycling Australia
Accredited Sports Director
Level 2 Cycling Coach

Australian Psychological Society
Associate Member

Exercise & Sports Science Australia
Associate Member

WORK EXPERIENCE

Cyclist
Won two UCI professional races
Accumulated 100's of UCI points over a 4 year period
Team leader for several NRS teams

Exercise Institute PTY LTD: Managing Director
Managing Director, High Performance Coach, have coached athletes through to Australian Championship Victories in both track and road (Time Trial Champion). Current West Australian head cycling coach. We utilize current scientific concepts in managing fatigue and performance in elite level endurance athletes, with over 15yrs expertise in this area. Aerotesting, 3D bike Fit, Vo2max testing, S&C programming, Physiotherapy and Podiatry.

Veris Racing: Managing Director
Managing Director, my role is to develop human performance and tailor current scientific training concepts to benefit each individual. Each individual has their own needs when it comes to coaching and training, thus training needs to be tailored to every individual.

We have worked alongside the following athletes:

- Michael Storer (Sunweb: Protour)
- Jai Hindley (Sunwed: Protour)
- Erin Kinneally (Australian National Team)
- Rebecca Mackey (Australian U23 TT Champion)
- Veris Racing won our inaugural NRS tour, in our inaugural year