

Matt Yow

Military • United States Army • Bunnlevel, NC

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Biography

Matt Yow is a Strength and Conditioning Coach for the United States Army at Fort Bragg, NC, serving on the Holistic Health and Fitness (H2F) team. In this role, he has driven significant improvements in soldier readiness, including raising the unit's Army Combat Fitness Test (ACFT) average by 55 points to 513 and achieving a 95% deployability rate within one year. Yow integrates sleep analytics and evidence-based performance strategies to enhance resilience, readiness, and long-term soldier health. He also oversees facility operations, maintenance, and equipment coordination for the H2F program.

Previously, Yow served as Lead Strength and Conditioning Coach on the H2F program, managing a team of nine coaches and directing physical training for soldiers recovering from injury, ensuring safe and successful return-to-duty outcomes.

Before joining the Army's H2F initiative, Yow spent four seasons on the Florida State University strength and conditioning staff under head football coaches Jimbo Fisher and Willie Taggart. He led return-to-play programming for injured student-athletes and trained both the offensive and defensive lines. Yow contributed to the implementation of Coach Fisher's renowned 4th Quarter Program and helped the Seminoles capture the 2016 Orange Bowl and 2017 Independence Bowl championships. During his tenure at FSU, he helped develop 19 NFL Draft picks, including first-round selections Derwin James and Brian Burns, along with 2 Consensus All-Americans, 12 All-Americans, and 24 All-ACC selections.

Prior to FSU, Yow spent two years at Florida A&M University, serving as Assistant Strength and Conditioning Coach and later Interim Director of Strength and Conditioning. He was directly responsible for Men's Basketball, Baseball, Women's Cross Country, and Women's Track and Field, while also assisting with Football. His time at FAMU included four MEAC championships (2014 Women's Cross Country and 2015 Cross Country, Baseball, and Women's Outdoor Track & Field) and the development of 19 All-MEAC selections.

Yow also served as a Strength and Conditioning Coach at East Central University, working with Men's and Women's Golf and assisting with multiple sports, including Football and Basketball. He helped train 7th round NFL Draft pick David Moore, along with 1 All-American and 9 All-GAC selections.

Earlier in his career, Yow worked as a Certified Strength and Conditioning Specialist at Fort Sill with the United States Army in Lawton, OK.

He also held roles at Mercer University, where he directed training for Women's Soccer and assisted with Football, Men's Lacrosse, Men's Soccer, and Softball; and at Southeast Missouri State University, where he led Volleyball to its best record in 12 years and an OVC West Division Championship, while helping develop 2 All-Americans and 7 All-OVC selections.

Yow began his professional journey at the University of North Dakota, working with Baseball, Softball, Women's Tennis, Track and Field, Cross Country, and Cheerleading, while serving as the top assistant for Football. His tenure included three conference championships (2008 Women's Tennis NCC, 2010 Softball Great West, 2011 Football Great West) and coaching two NCAA Division II National Champions—Heidi Evans (Women's 1500m) and Matt Litzinger (Men's Javelin). He developed 9 All-Americans and 27 All-Conference selections during his time in Grand Forks.

Yow launched his coaching career at his alma mater, Wisconsin-Stevens Point, as a Student Assistant Strength and Conditioning Coach. A former linebacker and defensive end, he lettered three times for the Pointers and earned the 2003 Defensive Scout Player of the Year award.

A native of Appleton, WI., Yow received his bachelor's degree from Wisconsin-Stevens Point in 2007. He received his master's degree in kinesiology from the University of North Dakota in 2011.

Yow is a Registered Strength and Conditioning Specialist (RSCC) through the National Strength and Conditioning Association, Strength and Conditioning Coach Certified (SCCC) through the Collegiate Strength and Conditioning Coaches Association. He is also a USA Weightlifting Level 1 Sports Performance Coach, certified in Functional Movement Screen (FMS), certifications in CPR/AED from the American Red Cross and Mental Performance Coach Certified through Ben Newman.

Statement

I bring the Head Coach's vision to life by building a culture of authenticity, consistency, and strong relationships. I develop disciplined, accountable athletes through evidence-based training that reduces injuries and elevates performance. My goal is to help every athlete reach their full potential and compete as the fastest, most explosive, and most relentless team in the country.
