

JOEL SEEDMAN, PhD

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- KEY FACTS**
- **Strength Coach to Professional & Division I Athletes/Teams:** ~15 years of strength coaching and performance enhancement experience with professional and Division I athletes, including Indiana University Strength Coach
 - **PhD in Kinesiology:** PhD in Kinesiology with emphasis and dissertation on Neuromuscular Mechanisms of Resistance Training, and Movement Mechanics
 - **CEO of Advanced Human Performance (AHP):** Founder and CEO of a world renown performance enhancement center for professional and college athletes with proprietary training protocols including Eccentric Isometrics, Power Rack Eccentric Potentiation (PREP), Unique Post-Activation Potentiation (PAP) Protocols, and Foot & Ankle Neuromuscular Stabilization Optimization (Website: www.AdvancedHumanPerformance.com)

PROFILE

With approximately 15 years of strength coaching, personal and team training Dr. Joel Seedman is known for his cutting edge research and training protocols that transform athlete's and team's performance. Dr. Seedman takes a holistic approach to training, incorporating the best of neuromuscular physiology, motor learning, exercise physiology, sports nutrition, biomechanics, sport psychology, bioenergetics, arthrokinematics, and functional anatomy.

In addition to working with professional athletes and teams, Dr. Seedman also continues to research, identify, and write about the best and most effective training techniques for optimizing performance, fitness, and health. His writings are featured in national publications and magazines such as Muscle & Fitness, Men's Fitness, T-Nation, STACK, Yahoo Health, Bodybuilding.com and SELF to name a few. He writes and speaks on a wide variety of topics related to exercise science including: athletic performance, bodybuilding, powerlifting, movement patterns, inflammation, muscle function, strength and conditioning, foot/ankle training, rapid eccentric isometrics, eccentric isometrics, and sports nutrition.

In 2006 Dr. Seedman founded Advanced Human Performance (AHP) that helps athletes and teams across the globe break through their training barriers by providing the most advanced and scientifically proven methods of strength training, prehabilitative neuromuscular therapy, and nutrition services.

PROFESSIONAL & TRAINING EXPERIENCE

2007 - PRESENT **ADVANCED HUMAN PERFORMANCE** (www.AdvancedHumanPerformance.com) Atlanta, GA
Founder and CEO of a performance enhancement, personal training, and nutrition consulting to professional and college athletes

- Created internationally recognized eccentric isometric training protocols and other resistance training methods used to enhance athletic performance
- Worked with professional athletes, competitive Olympic weightlifters, professional bodybuilders and figure athletes, "World's Strongest Man" competitors, and powerlifters
- Created the globally used and cutting edge Power Rack Eccentric Potentiation (PREP) training protocols
- Rehabilitate countless athletes via proprietary training protocols that holistically aid in overcoming injuries throughout the body including low back, shoulders, knees, hips, elbows, feet, ankles, neck, and more
- Partnered with www.Exercise.com in providing online workout routines and virtual training programs to athletes and general populations around the world
- Owned P&L and led large cross-functional team in the expansion from one regional division to four international divisions; grew international sales to ~55% of total annual revenues
- Work with athletes, corporations, and clients around the globe including professional athletes/teams, Division I athletes/teams, and Fortune 100 CEOs/organizations
- Created approximately 1,000 video tutorials for educational purposes to athletes across the globe (can view at Dr. Seedman's personal video channel [HERE](#) or via his YouTube channel [HERE](#))

PROFESSIONAL & TRAINING EXPERIENCE *(Continued)*

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| 2011 - 2014 | UNIVERSITY OF GEORGIA LECTURER & COACH
<i>Lecturer for graduate and PhD level courses as well as head personal trainer for UGA</i> <ul style="list-style-type: none"> • Taught undergraduate and graduate level kinesiology courses and appeared as guest lecturer for countless Masters and PhD level courses • Received “Personal Trainer of the Year” award in 2012 • Given “Personal Trainer Mentor of the Year” award in 2011 | Athens, GA |
| 2005 - 2007 | INDIANA UNIVERSITY STRENGTH COACH
<i>Strength and conditioning coach for soccer, football, basketball, tennis, track and field, rugby, and baseball teams</i> <ul style="list-style-type: none"> • Coached (strength coach) 2006/2007 Indiana University Football Team to its first bowl game in the last 22 years. • Led (strength coach) IU Men’s Soccer to consecutive NCAA tournament appearances 2006 and 2007 • Completed and led in excess of 20,000 hours of strength coaching of Division I athletes and teams for Indiana University and University of Georgia (see above experience) | Bloomington, IN |
| 2003 - 2005 | INDIANA UNIVERSITY PERSONAL TRAINER
<i>Head of Indiana University’s Personal Training Advisory Board Committee and IU’s top awarded personal trainer</i> <ul style="list-style-type: none"> • Received Indiana University’s Top Trainer Award 2005 • Trained individual college athletes on performance improvements, injury rehabilitation, and neuromuscular activation | Bloomington, IN |

PUBLICATION OVERVIEW *(The Below is a Small Sample of Dr. Seedman’s Work - For a Complete List Click [HERE](#))*

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| ➤ <i>Eccentric Isometrics The Ultimate Way to Strength Train</i> (Read →) | ➤ <i>5 Form Mistakes You Don't Know You're Making</i> (Read →) |
| ➤ <i>The Best Way to Lift Weights</i> (Read →) | ➤ <i>12 Strength Tests You Must Master</i> (Read →) |
| ➤ <i>Parallel versus ATG Squats</i> (Read →) | ➤ <i>Dips: You're Doing Them Wrong</i> (Read →) |
| ➤ <i>The Best Way to Deadlift: Squat-Stance Deadlift</i> (Read →) | ➤ <i>Foot & Ankle Activation: The Truth About Barefoot Training</i> (Read →) |
| ➤ <i>Negative Accentuated Powerlifting</i> (Read →) | ➤ <i>6 Lifts to Fix Your Overhead Press</i> (Read →) |

TESTOSTERONE NATION

Read Dr. Seedman’s T-Nation training articles

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MEN’S FITNESS

Read Dr. Seedman’s Men’s Fitness training articles

READ NOW

MUSCLE & FITNESS

Read Dr. Seedman’s Muscle & Fitness training articles

READ NOW

STACK

Read Dr. Seedman’s Stack training articles

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BODYBUILDING.COM

Read Dr. Seedman’s Bodybuilding.com articles

READ NOW

YAHOO HEALTH

Read Dr. Seedman’s Muscle & Fitness training articles

READ NOW

SELF MAGAZINE

Read Dr. Seedman’s SELF Magazine training articles

READ NOW

ASKMEN

Read Dr. Seedman’s AskMen training articles

READ NOW

PODCASTS

Listen to Dr. Seedman’s training podcasts

LISTEN NOW

CERTIFICATIONS

Dr. Seedman holds over 15 of the world's most prestigious strength coach, personal training, and nutrition certifications including CSCS, ACSM, USAW, and FMS. For a detailed certification list please see below.

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| 1. NSCA CSCS: Certified Strength and Conditioning Specialist Certification | 9. NFPT: Master Trainer |
| 2. ACSM: Certified Exercise Physiologist (HFI) | 10. NFPT: Weight and Resistance Training Specialist |
| 3. FMS: (Functional Movement Screen) Certified | 11. NFPT: Endurance Training Specialist |
| 4. USAW: Weightlifting Coach Certification (USAW1) | 12. IFPA: Advanced Sports Nutrition Specialist |
| 5. NFPT: Sports Nutrition Specialist | 13. NESTA: Fitness Nutrition Coach |
| 6. ISSA: SPN (Specialist in Performance Nutrition Certification) | 14. IFPA: Advanced Weight Management Specialist |
| 7. NASM: CPT (Certified Personal Trainer Certification) | 15. AFAA: Kickboxing Instructor Certification |
| 8. ACE: CPT (Certified Personal Trainer) | 16. IFPA: Master Personal Fitness Trainer (MPFT-Advanced Specialist) |
| | 17. CPR: AED, CPR, SET, and First Aid Certified |

EDUCATION

UNIVERSITY OF GEORGIA

Athens, GA

PhD in Kinesiology

- Majors/Emphasis: Neuromuscular Mechanisms of Resistance Training, Physiology, and Biomechanics
- Dissertation: *Eccentric Isometrics and Their Effects on Athletic Performance and Muscular Activation*

INDIANA UNIVERSITY

Bloomington, IN

Master of Science in Kinesiology

- Majors/Emphasis: Applied Sports Science, Physiology and Biomechanics (Graduated with Distinction)
- Authored: *How Post Activation Potentiation Can Enhance Neurophysiological Movement Patterns*

INDIANA UNIVERSITY

Bloomington, IN

Bachelor of Science in Kinesiology

- Majors/Emphasis: Strength Coaching, Sports Nutrition, Fitness Specialist, and Public Health

PERSONAL | FUN FACTS

- Certified Olympic weightlifting competitor and coach
- Competitive tennis player; Wing-chun enthusiast and practitioner
- Judge and officiator for powerlifting meets and bodybuilding competitions

CONTACT & SOCIAL MEDIA INFORMATION

- *For more on Dr. Seedman please visit his company's website (listed below) and/or visit him on social media.*



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SOCIAL MEDIA:

