



CODY HUGHES

MS · SCCC · CSCS · PSL1

HUMAN PERFORMANCE LEADER · SPORTS SCIENCE · PERFORMANCE TECHNOLOGY

Nashville, TN / 706.527.8008 / cody@clhstrength.com / @clh_strength



10+ yrs

PERFORMANCE
LEADERSHIP

12

SPORTS TRAINED, 7-12

8

NFL ATHLETES TRAINED

40+

SCHOLARSHIP ATHLETES

200+

COACHES ON HIS
PLATFORMS

Cody Hughes is a performance leader with more than ten years of experience across collegiate, high school, and private-sector environments. He builds and runs human performance programs, and he builds the technology those programs rely on. He has started departments from scratch, hired and developed coaching staffs, and set the testing standard for multi-sport organizations, pairing floor-level coaching credibility with the data systems that turn assessment into decisions coaches use.

PROFESSIONAL EXPERIENCE

Marketing & Product Specialist

2024 - PRESENT

Vitruve · Sports Performance Hardware & Software

- Shapes product direction through coach research, field testing, and feedback synthesis
- Builds customer-facing dashboards, reporting tools, and data workflows on the Vitruve platform
- Produces technical education and go-to-market content reaching coaches at every level

Football Sports Science & Performance Data Analytics Coordinator

MAR 2026 - PRESENT

Lipscomb Academy · Nashville, TN

- Owns the football program's sports science function: testing, monitoring, and reporting
- Translates athlete data into weekly, decision-ready information for the coaching staff

Founder & Principal Consultant

2019 - PRESENT

CLH Strength, LLC · Products & services for performance coaches and businesses

- In partnership with Jeremy Holt and Brian Kula, designed and executed off-season training, performance monitoring, and camp preparation for NFL athletes including AJ Brown, Kevin Byard, TJ Hockenson, Roger McCreary, Julius Chestnut, Amani Oruwariye, Jack Stoll, and Daniel Bellinger
- Creator of **Strength Sheets**, a programming platform sold to 200+ coaches
- NFL Pro Day preparation, 2024-2026, including two 2026 draft picks to the Pittsburgh Steelers
- Product and software consulting for performance technology companies (Vitruve, RockDaisy AMS)
- Custom assessment, reporting, and athlete-management systems for collegiate and private programs

Associate Director of Human Performance

FEB 2025 - MAR 2026

Farm & Forge · Nashville, TN

- Built a human performance department from scratch inside a start-up sports academy
- Implemented performance systems across multiple sports, ages, and athlete populations
- Hired the performance staff and led the human performance initiative

Assistant Athletic Director for Human Performance

MAY 2018 - FEB 2025

Madison Academy · Huntsville, AL

- Directed performance for all athletes, grades 7-12, across all 12 sports for seven years
- Built the performance system behind 2 state championships and multiple region and area titles
- Supported 40+ athletes signing athletic scholarships
- Held one performance standard across the department alongside every head coach

Collegiate Strength & Conditioning

2016 - 2018

Associate Director of S&C · McNeese State University

2017-2018

Graduate Assistant · University of West Alabama

2016-2017

Volunteer Strength Coach · Mississippi State University

2016

EDUCATION

M.S., Sports Management

University of West Alabama · 2018

B.S., Kinesiology

University of Montevallo · 2016

CERTIFICATIONS

SCCC

CSCS

PSL1

SYSTEMS BUILT

Strength Sheets

Programming & tracking platform · 200+ coaches

Assessment & Analytics Platforms

Testing and reporting systems for private-sector performance organizations

South Alabama Volleyball

Statistics & reporting system · 2019

University of Montevallo

Custom S&C platform · 2017-2018

2026 NFL DRAFT

Kaden Wetjen

Round 4, No. 121 · Pittsburgh Steelers

Riley Nowakowski

Round 5, No. 169 · Pittsburgh Steelers

INDUSTRY

- National speaker for NHSSCA and CSCCA

- NFL Combine prep, Pro Day preparation, and off-season coaching

- Published author on training, testing, and sports technology

- Frequent podcast guest across the performance industry