

2024 AVCA Thirty Under 30 Beach



Brian Ford

Catawba College
NCAA Division II

Assistant Coach, Beach & Women's Volleyball

Career Accomplishments to Date:

One of my key accomplishments has been the opportunity to help build a program from its early stages alongside Brenn Ferguson. Additionally, I'm excited to contribute to the formation of the new joint conference between the South Atlantic Conference and Conference Carolinas for the upcoming season. Being involved in these significant developments so early in my coaching career has been both rewarding and motivating, and it gives me great optimism for the future of beach volleyball.

Coaching Roles:

- AVC Cleveland - Assistant Coach, 17's Nationals (2020-2023)
- Catawba College - Assistant Coach, Women's & Beach Volleyball (2023-Present)

What made you decide to get into coaching volleyball?

I decided to coach volleyball because it offers the chance to inspire and mentor others, just as the sport did for me. Competing at a high level taught me invaluable life lessons, including resilience, teamwork, and collaboration under pressure. These experiences helped shape me as both an athlete and a person, and I am passionate about passing on those skills to the next generation of players. Coaching allows me to contribute to their personal and athletic growth, preparing them to excel not only on the court but also in life.

What are your career goals in the sport?

My career goals in volleyball center on contributing to a program that fosters both sustainable success on the court and personal growth for athletes. I am particularly passionate about roles focused on operations and logistics, often working behind the scenes to ensure smooth execution. With the rise of professional volleyball in North America, I aspire to eventually transition into a front office role for a professional team, where I can leverage my skills to drive organizational success and be part of the sport's continued growth and development at the highest level.

**Which coaches have influenced you the most?**

The coaches who have influenced me the most are Jared Bildfell and Zachary Evans from Singapore American School, who recognized my potential early on and helped me understand the deeper lessons volleyball can offer. Through their guidance, I learned life skills that continue to impact me today. My college coaches, Jeremy Price and Kyle

Gramit at Queens University of Charlotte, further shaped my journey by giving me the opportunity to compete at the collegiate level. They taught me the advanced strategies of the game and how to balance the rigorous demands of being a student-athlete.

What do you enjoy most about your coaching job?

What I enjoy most about coaching is helping athletes achieve their goals and realize their full potential, often surpassing what they thought was possible. Watching their growth over several years—both as athletes and individuals—is incredibly rewarding. I also love collaborating with like-minded people who are driven to accomplish great things together. Coaching allows me to be part of a journey that not only fosters athletic development but also personal growth, which is why it remains such a fulfilling and inspiring role for me.

