Doug Hix

Football • Legacy Christian Academy • Frisco, TX

app.og1.app/p/coachdoughix

Biography

Doug Hix is a nationally respected football coach, performance expert, and culture-builder with more than 30 years of coaching, leadership, and elite athletic development experience. He is known for developing competitors, winners, and leaders who excel on and off the field.

During his NFL Combine training years in San Diego, Hix was recognized by ESPN's Lynn Pasquarelli as the "West Coast Training Expert." Over an ten year span, he trained 10 first-round NFL Draft picks, including Cam Newton, Ben Roethlisberger, Joey Harrington, Mike Iupati, and many other and 2nd round picks and dozen of drafted players, along with athletes from the NBA, MLB, Olympic programs, and thousands of youth athletes. His unique ability to elevate elite performers remains a foundational part of his coaching DNA.

Hix's coaching résumé spans 18 years on the field, including 11 years as a Head Coach, seven years as an Athletic Director, and 5 years as an executive level leader in schools. His programs are built on a principle-driven philosophy he calls "The Right Way"—a system anchored in relentless effort, integrity, humility, growth, and technical mastery. He has been apart of multiple championship programs and has lead semifinal runs, and cultural turnarounds by building disciplined, accountable, and purpose driven teams.

His most recent undertaking found him arriving at Legacy Christian Academy in desperate need of change. Hix immediately transformed the program. In his first season, LCA became Undefeated District Champions, and he was honored as the District Coach of the Year. Then after moving up to TAPPS 6A Division I, the highest level in Texas private school football, Hix guided LCA to the state semifinals in back-to-back seasons, solidifying the program as a consistent championship contender.

Throughout his career, Hix has been shaped by legendary mentors and championship environments, from Hall of Fame high school and collegiate coaches to NFL and Olympic-level performers. His mission is clear:

"I exist to inspire, train, and equip God's greatest creation—people—to become competitors, winners, and leaders gaining favor in the sight of both God and man."

Whether developing young athletes, transforming football programs, or leading high-level performers, Coach Doug Hix brings a rare combination of experience, driven leadership, and championship standard excellence to every environment he leads.

Statement

I exist to inspire, train, and equip God's greatest creation, people, to become competitors, winners, and leaders who gain favor in the sight of both God and man.

Achievement

Back to Back Semi-Finalist

In year two of taking over at LCA our team moved up to the highest division, TAPPS 6A, and in our first two season's we have made it to the semi-finals.

2023 TAPPS 5A District 2 Coach of the Year
Undefeated District Champions - 1st year in the program. Took over a program that was 3-17 the previous two years.

Recognized as the Winningest Coach in the History of Coram Deo Academy
in 2013 I took over a program that had never had a winning season. 3 years later we were ranked as high as the #1 team in the state. with 4 consecutive years in the play-offs before I stepped down after 7 years leading the program.

Hall of Fame Basketball
Another great accomplishment was working with Larry Brown and Tim Jankovich, giving them a team as their director of performance that had zero missed games or practices by the players in their first year at SMU.

#1 pick in the NFL Draft
One of my biggest accomplishments was securing and training the #1 pick overall- Cam Newton to be his performance coach for the NFL Combine and pro-days.

Nationally recognized performance coach and NFL Combine preparation specialist
Nationally recognized performance coach and NFL Combine preparation specialist. A highlight was when ESPN analyst Lynn Pasquarelli, referred to me as the “West Coast Training Expert.” During my eight years leading one of Southern California’s premier NFL Combine training programs, I developed a reputation for elite athletic preparation, producing 10 first-round NFL Draft picks and dozens of additional drafted athletes, including Ben Roethlisberger and Cam Newton.

Education

Masters in Business Administration (MBA)
Pittsburg State University

BS Recreation Administration
Pittsburg State University

PRINCIPLES

• Purpose + People + Process = Performance
I have a clear process for achieving performance and that focuses on a commitment to developing people for a purpose far bigger than the task at hand and to achieve excellence because that's what we are called to do!

• Tangible and measurable landmarks for the program success are: 1- Learn to Compete 2- Learn to Win 3- Learn to Handle Winning 4-Learn to Win Championship.

COACHING CAREER

Head Coach — Legacy Christian Academy
UIL | Football | 2023

Head Coach — Coram Deo Academy
UIL | Football | 2013 - 2019
Head Football Coach and AD 2013-2019 Seasons. Stepped down to become VP of Advancement from 2019-2023.

Director of Performance Mens Basketball — SMU
NCAA Division I - National Collegiate Athletic Association Division I | Performance Coach | 2011 - 2013

Strength and Conditioning & Football — Sante Fe Christian
CIF - California Interscholastic Federation | Football | 2009 - 2005
Director of performance and assistant football coach learning and coaching anywhere I could!

Head Coach — Christian Life Academy
CIF - California Interscholastic Federation | Football | 2009 - 2010
First year head coach. finished 9-2 and the #1 team in the San Diego Section 8-man

Assistant Coach — Westview High School
CIF - California Interscholastic Federation | Football | 2004 - 2005
Wide Receiver Coach

Strength and Conditioning Coach — Self Employed
NFL - National Football League | Football Performance | 2000 - 2011
Trained Hundreds of NFL players, NCAA, MLB and NBA athletes. including thousands of youth athletes as well.

Assistant Coach — La Costa Canyon High School
CIF - California Interscholastic Federation | Football | 1999 - 2001
Receivers Coach and Co-OC