David Kircus

Football • Franklin, TN

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Biography

David Kircus is a former NFL wide receiver, national champion, and transformational leader with a passion for developing young men through the game of football. With a rare combination of elite playing experience, academic discipline, and life-tested resilience, Kircus brings a unique and powerful presence to any coaching staff.

A standout collegiate athlete under Coach Brian Kelly at Grand Valley State, Kircus helped lead his team to a national championship and set multiple NCAA records at the wide receiver position. He went on to play professionally for the Detroit Lions and Denver Broncos, gaining firsthand knowledge of high-level offensive systems, special teams execution, and locker room dynamics at the game's highest level.

Since earning his master’s degree in Kinesiology (Sports Management) from LSU with honors, Kircus has spent the past three years actively contributing to the LSU football program—supporting recruiting efforts, assisting with on-field technical instruction during summer camps, and mentoring student-athletes through their personal and athletic development. His presence has helped bridge the gap between staff and players, offering hands-on coaching in route running, mindset, and discipline.

Kircus's life experience—overcoming personal adversity and growing stronger through it—serves as the foundation for his player-first coaching philosophy. He is deeply committed to shaping athletes not just as performers, but as resilient men prepared to lead, adapt, and thrive in life beyond football.

Known for his energy, authenticity, and ability to connect, Kircus excels in recruiting, mentorship, and culture building. He brings a coach’s eye, a servant’s heart, and a relentless belief that football is one of the greatest tools for teaching purpose, accountability, and greatness.

Statement

I am a purpose-driven leader with a passion for coaching, mentorship, and player development. My journey—from national champion and NFL wide receiver to earning a master’s in sports management—has shaped my commitment to helping young men grow into disciplined, resilient leaders both on and off the field. I bring a relentless work ethic, firsthand experience overcoming adversity, and a deep belief in the transformational power of football. My mission is to build champions through character, cons

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Achievement

2003 NFL Draft Pick

Drafted by the Detroit Lions in the 2003 NFL Draft (6th round)

First-Team All-American Wide Receiver/National Champion
Won the National Championship while tying my own record for the most touchdown receptions in a single season with 35. In the championship game, set a record with 11 catches, 279 receiving yards, and 3 touchdowns. Earned a second First-team All-American selection and established an NCAA all-time record for the most career touchdown catches with a total of 80.

First-Team All-American Wide Receiver
Set NCAA Record for Touchdown Receptions in a season (35)

Education

Master's of Kinesiology (Sports Management)
Louisiana State University
Graduated with honors (3.94 cumulative GPA) from LSU, with a focus on Sports Management and Administration.

Health Sciences
Grand Valley State University
Bachelor's of Health Sciences in Health and Wellness

PRINCIPLES

- 1. Lead with Purpose
2. Earn Trust Through Authenticity
3. Coach the Person, Not Just the Player
4. Demand Discipline, Deliver Grace
5. Set the Standard, Live the Standard
6. Tough Love Wins
7. Adversity Builds Champions
8. Teach the Why Behind the What
9. Develop Leaders, Not Followers
10. Win the Day