Doug Hix

Football • Frisco, TX

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Biography

With over two decades of coaching experience, Doug Hix has built a legacy of excellence, leadership, and transformation in the game of football. Since 1999, he has been a relentless force on the sidelines, shaping champions and inspiring athletes to reach their full potential. As an assistant coach in Southern California at Carlsbad High School, Westview High School, La Costa Canyon, and Santa Fe Christian, he played a pivotal role in three championship-winning programs.

Now in his 10th year as a head coach—and his ninth season in Texas—Hix has established a reputation for building high-performing teams. Under his leadership, his teams have earned seven playoff appearances, two semifinal runs, and a championship victory. His ability to cultivate a winning culture, develop elite competitors, and inspire young athletes has made him a respected leader in high school football.

An additional aspect of Coach Hix's success on the football field is his ability to coach elite performance at the highest level. As one of Southern California's first pioneers in NFL Combine training, he became the leader in combine performance training throughout the region. Recognized by ESPN as the "West Coast Training Guru," he trained and mentored hundreds of elite athletes—including two Heisman Trophy winners, Olympians, NBA first-round draft picks, and over 20 first- and second-round NFL draft selections. His expertise also extended to the collegiate level, where he was entrusted to lead performance training for the SMU Men's Basketball team under Head Coach Matt Doherty and Hall of Fame Coach Larry Brown.

At his core, Coach Hix is driven by a higher purpose: to inspire, equip, and empower athletes not just to compete, but to develop the mindset of a true winner—one who embraces challenges, outworks the competition, and refuses to settle for anything less than their best. His mission is clear:

"I exist to inspire, train, and equip God's greatest creation—people—to compete, win, and lead, gaining favor in the sight of God and man."

With passion, faith, and an unshakable belief in a greater purpose and the intentional design of each athlete, Coach Hix continues to shape champions!

Statement

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Education

Masters in Business Administration

Pittsburg State University

MBA

BS Rec. Administration
Pittsburg State University