KENT AUSTIN

Football • Auburn

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Biography

For more than three decades as a player, coach, and executive across college football and the Canadian Football League, I've been fortunate to experience football from nearly every angle imaginable and the impact it has had in my life and others. What has remained constant is my belief that football, at its best, is about the development of each individual.

My journey began as a quarterback at the University of Mississippi, where I learned early that preparation, accountability, and discipline matter just as much as physical ability. I was proud to be a four-time Academic All-SEC honoree and a National Football Foundation Scholar-Athlete—experiences that shaped how I approach development to this day.

Football opened doors for me academically, professionally, and personally, and it instilled a responsibility to help create those same opportunities for others.

After college, I spent over a decade as a professional quarterback, primarily in the CFL. Those years taught me what it truly means to lead—from managing pressure and expectations to navigating setbacks, injuries, and uncertainty. Experiencing the game from inside the huddle and from behind the Center, gave me a deep understanding of what the quarterbacks carry week to week. That perspective has guided every coaching and leadership decision I've made since.

Transitioning into coaching was never about staying close to the game for its own sake. It was about helping players accelerate their growth—on the field and off it. From quarterback rooms to offensive staffs to executive offices, I've believed that clarity, structure, and trust are the foundation of sustainable success.

Quarterback development has been a defining part of my career, but I've always viewed the position as more than mechanics or scheme. Decision-making, emotional control, situational awareness, accountability, and leadership all intersect at quarterback. Helping players understand why they are doing something—not just what—has been central to my approach.

I've been fortunate to work with quarterbacks who went on to rewrite record books, win championships, and reach the NFL. Watching players like Malik Willis, Stephen Calvert, Kerry Joseph, Damon Allen, Jeff Mathews, and others grow into leaders remains one of the most rewarding aspects of my career. Just as meaningful are the many players who may never appear in headlines but leave the game more prepared for life than when they arrived.

At Liberty University, we built a nationally recognized program through aligned vision, trust, and relentless attention to detail. That success wasn't accidental—it was the result of culture, process, and belief. At Cornell University, leading a full program rebuild in the Ivy League required adaptability, patience, and a deep commitment to academic and athletic balance. Both experiences reinforced my belief that excellence is repeatable when systems are sound and people are empowered.

My time in the CFL as a head coach, general manager, and vice president of football operations expanded my understanding of leadership beyond the sideline. Running an entire

organization required alignment between football operations, ownership, analytics, budgets, personnel, and long-term strategy. Those years taught me how to build infrastructure that supports performance, how to make hard decisions responsibly, and how to balance urgency with sustainability.

Winning a Grey Cup as a player, Offensive Coordinator and Head Coach remains a profound honor, but what stays with me most are the relationships built along the way—the trust of players, the collaboration of staffs, and the responsibility of stewarding an organization.

Most recently, my return to the SEC at Auburn University has been deeply meaningful. Serving as both a quarterbacks coach and trusted advisor allowed me to integrate decades of experience into a modern, analytics-driven environment while staying grounded in the fundamentals of teaching, preparation, and connection.

Across every role I've held, my philosophy has remained consistent:
- Develop people, not just players
- Build systems that scale and endure
- Use data to inform decisions, not replace judgment
- Demand accountability while extending trust
- Lead through clarity, empathy, and standards

Football continues to evolve, and so do I. I believe strongly in integrating analytics, technology, and modern teaching tools—while never losing sight of the human element that makes teams function. Whether in a quarterback meeting room, a draft room, or an executive office, my goal is always the same: leave the organization healthier than I found it.

If you're here because you value leadership, development, and the process of building something meaningful, I'm glad you stopped by. The game has given me far more than I could ever return—and sharing what I've learned along the way remains one of the most fulfilling parts of the journey.

Statement

Experienced football executive and quarterback developer with a proven record of building winning cultures and aligned organizations. I lead through relationships supported by structure, accountability, and clear process. My philosophy centers on developing the whole person to produce sustainable performance on and off the field.