

Luis Puig

Candidate Statement

Dear USA Team Handball Membership,

My name is Luis Puig, and I am putting forth my candidacy for the General Membership Director position on the Board of Directors.

Handball has been the defining foundation of my life. I spent 15 years competing at the highest levels in Brazil across collegiate, club, and international platforms, culminating in representing my country at the 1997 World Championship in Japan. Following my playing career, I spent a decade as the head coach of a university handball program, learning firsthand what it takes to recruit talent, build sustainable club culture, and develop athletes from raw beginners to elite competitors.

In addition to that, for the past 23 years, I have worked as a Senior Sales and Strategy Executive for a major American Technology Corporation (CISCO SYSTEMS), specializing in driving organizational growth, building cross-functional partnerships, and executing large-scale strategic plans. Based in North Carolina, I operate daily at the intersection of complex data, strategic planning, and people leadership.

As your General Membership Director, I intend to apply this exact "business-first" mindset to the development of our sport, focusing on three core pillars:

1. **Grassroots and Club Acceleration:** Supporting local clubs with structured organizational toolkits, helping them scale membership, secure local sponsorships, and build stable, multi-year business models.
2. **Expanding the Coaching Pipeline:** Leveraging my coaching background to support the rollout and accessibility of USATH's Coaching Education and Licensing initiatives, lowering the barrier to entry for new coaches.
3. **Maximizing the LA 2028 Runway:** Ensuring that the operational decisions made at the board level maximize the commercial, promotional, and developmental opportunities presented by the upcoming Olympic Games to leave a permanent legacy for the general membership.

I understand the daily challenges that club organizers, coaches, and athletes face because I have lived them. Simultaneously, my corporate background equips me to provide rigorous financial oversight, strategic governance, and fiduciary accountability as a board member.

I speak three languages (English, Spanish, and Portuguese), which allows me to interface seamlessly with the broader pan-american and global handball communities to bring best practices home to the U.S.

I would be honored to serve as a voice for the membership, ensuring our sport's growth is strategic, sustainable, and inclusive.