



MATT LAFLEUR

Green Bay Packers head coach Matt LaFleur began his coaching career by breaking the NFL record for most wins (39) by a new head coach in his first three seasons. LaFleur has proven his ability to build trust and unity amongst the team, which has been fundamental in the Packers' success. On top of breaking records as a first- year head coach, he has been given tremendous praise throughout the media; ESPN broadcasters described him as the "undoubted coach of the year" in 2022 and arguably the "Packers' Most Valuable Weapon."

Coach LaFleur has been called the glue of the Packers organization; his commitment and passion for the team is undeniable. Since stepping in as head coach, he quickly garnered full support and cooperation from former Packer's quarterback Aaron Rodgers. His relationship with Rodgers allowed Green Bay to whole-heartedly appreciate his dedication to the team and fully embrace him as coach. LaFleur's winning percentage of .796 has been the best in NFL history - better than both Curly Lambeau and Vince Lombardi.

LaFleur was born and raised in Mount Pleasant, Michigan and played both quarterback and wide receiver at Western Michigan University before transferring to Saginaw Valley State, leading the team to the playoffs every season and leaving as Saginaw's all-time leader in passing yards, completions, and passing touchdowns. Upon college graduation, LaFleur started his coaching career at Saginaw Valley as an offensive assistant and then at Central Michigan, where he met his wife BreAnne. He began his NFL coaching career with the Houston Texans as an offensive assistant in 2008 before going on to coach for the Commanders, Falcons, Rams, Titans and lastly Packers. Before joining Green Bay, LaFleur led a Titans offense that ranked 7th in the NFL in rushing (2018) and a Rams team that doubled their scoring, won seven more games, and saw Todd Gurley win AP Offensive Player of the Year with 2,000+ all purpose yards (2017).

While working for Dan Quinn on the Falcons (2015-2016), LaFleur emulated Quinn's coaching style and "3 Rules" and was inspired to craft his own: 1) Team first. 2) No excuses. 3) Be on time and be prepared. Matt LaFleur inspires others to live by his three simple rules by serving as an incredible leader to players both on and off the field, as well as his sons Luke and Ty. He is a close friend and was best man to head coach of the New York Jets, Robert Saleh, after holding assistant coaching positions together at Central Michigan. With years of coaching experience under his belt, LaFleur is eager to find opportunities to speak on the importance of trust in order to be successful on the field and contribute to a united team.