

BERNHARD PETERS



One of the most Successful Coaches in the World

Bernhard Peters is one of the most successful coaches in the world. Coming from hockey, he also has become successful in football. With his distinctive philosophy for leading high-performance teams, he is now also a sought-after expert in top management in the free economy.

After studying sports, Peters (*1960) worked for the German Hockey Association for several decades. Between 2000 and 2006 he was coach of the German national hockey team and won several world championship titles with the team.

In 2006, the then German football coach Jürgen Klinsmann named Peters as his preferred candidate for the post of DFB sports director. However, the position is filled by football insider Matthias Sammer and Peters then became director of sport and youth development at TSG Hoffenheim. From 2006 to 2008, Peters was also a member of the DFB competence team as an advisor. For the new national football coach Joachim Löw, he contributed his training methods and experience as a successful national hockey coach. In 2014, he moved to Hamburger SV as Director of Sport, where he was responsible for youth, junior and coordination until 2018. Since 2020, he has been an advisor to the new MLS club St. Louis CITY SC in the USA and is to play a leading role in the development of its new youth academy.

Peters lectures at the Hennes Weisweiler Academy on topics such as coaching, communication, team and half-time meetings and weekly planning. Bernhard Peters is also involved in the board of trustees of the Youth Football Foundation, which was founded in 2000 by Jürgen Klinsmann and others.

The successful coach is considered an excellent motivator and tactics expert. He places special emphasis on a successful combination of discipline, fitness and psychological support for successful training. Among other things, he talks about the prerequisites for long-term success and shows that team spirit and motivation are also indispensable in the business world.