



Henry Barrera
Men's Basketball Director of Performance
Liberty University, Lynchburg, VA

Barrera comes to Liberty from the state of Oregon, where he was a Performance Training Specialist at Nike World Headquarters in Beaverton. While at Nike he was instrumental in designing training content for multiple projects including Jordan Brand's Terminal 23 in New York and The Hangar in Los Angeles. He continues to consult with many training companies including Nike Basketball, the Jordan Brand, Nike N7, Shoot 360 and multiple others.

Barerra has built a strong reputation for his relentless pursuit to improve human performance, specifically for basketball players. His history as a player and integrated training philosophy allows him to impact the program in multiple ways.