



## Career Spotlight: Associate Professor/Entrepreneur



### **Sue Falsone, PT, MS, SCS, ATC, CSCS, COMT, RYT**

*Associate Professor*

*A.T. Still University*

*Kirksville, Missouri*

*Owner, Structure & Function Education*

*Owner, Falsone Consulting*

### My Position

My current positions allow me to perform a variety of things daily. Education is my main role right now, and I do this in person through my private education company seminars, lecturing at different events throughout the world, and online in the doctor of athletic training (DAT) program at the university. I consult with teams and individual athletes in a concierge format, meaning I do not have a facility. I go to the team or person to work, consult, and/or treat. I am currently writing a book titled *Bridging the Gap From Rehab to Performance*.

My previous positions as the head athletic trainer for the LA Dodgers and US Men's National Soccer team, as well as my position as Vice President of Athletes' Performance (EXOS), allowed me to treat athletes daily and to gain experience treating athletes at the highest levels of sport for 15 years.

In my current role, the emphasis is on teaching online and in person, formal writing (book), informal writing (blog posts), website and social media managing, business marketing, and business ownership. However, treating athletes remains a focus.

In my previous positions, my duties included treatment of athletes, functioning anywhere from rehabilitation to performance training. These jobs also required me to manage people at a variety of levels within the respective sports and health care organizations.

### Unique or Desired Qualifications

Being a dual-credentialed PT/AT has been helpful; however, that will be difficult to do moving forward. Having the strength and conditioning (CSCS) background, along with experience in the weight room, has been extremely valuable in better bridging the gap from rehabilitation to performance (hence the name of my upcoming book). Finally, I learned so much about movement and mindfulness with my yoga teacher training. I feel like that has been really beneficial for my personal path as well.

### Favorite Aspect of My Job

Right now, I love the variety of what I do. Any given day brings me something else, from sitting in my home office writing and creating, to traveling to be with a team to consult, or traveling somewhere in the world to lecture at a conference. Every day is different, and I enjoy that.

### Advice

Be amazing at what you do. I never knew what I wanted to do, I just knew, whatever I did, I wanted to be as good as I could possibly be. Have passion for what you do, no matter what it is. Respect yourself, your colleagues, and your patients at all times.