

The O'Neal School announces Nick Bradley as the inaugural Director of Golf Instruction and Coaching for Traditions Golf Academy

Nick Bradley brings to Pinehurst, NC an impressive resume of coaching, mentoring, and developing female and male golfers, from ambitious junior golfers to major champions. Bradley will be responsible for launching and growing Traditions into the best collegiate preparatory golf academy in the world.

Originally from London, England, Bradley has lived in the US since 2005. Bradley's impressive coaching pedigree includes a long list of outstanding accomplishments. He has instructed winners on every major professional tour and coached players to World #1, two World #5 spots, two players to European #1, and Junior World Champions.

Bradley's work with England's Justin Rose (2006 – 2009) established him firmly on the world map of golf instruction, with Rose rising from World #125 to #5. During his time coaching Rose, Bradley guided him to win the 2007 European Order of Merit (European #1) and a spot on the 2008 Ryder Cup team, and to winning three times around the world. In addition to coaching Justin Rose, Bradley has coached a plethora of female and male golfers including Duke University's Leona Maguire and UCLA's Kevin Chappell. Bradley helped Maguire regain her world #1 status and tutored Chappell early in his career to become a Nationwide Tour winner, break three Nationwide Tour scoring records, and come in third at the 2011 US Open.

Further professional students include Ryder Cup Captains Sir Nick Faldo and Paul McGinley, Brad Faxon, Seamus Power, and Matt Ryan.

"Nick will coalesce our goals of partnering academic excellence, using the best golf facilities in Pinehurst at Forest Creek Golf Club, and providing the very best junior golf instruction," says Director of Athletics James Franklin. "We are delighted to welcome Nick Bradley to Traditions."

In 2014 Bradley was named by Ryder Cup Captain Paul McGinley as an external consultant and was McGinley's key motivational and inspirational director for the European Team. Bradley's work involved a meticulous year-long planning period at the European Tour level ensuring the development and delivery of Captain McGinley's key messages and helping to lead the team to a win. In the history of the Ryder Cup there have only been two external consultants directly advising Captains: Sir Alex Ferguson of Manchester United and Nick Bradley.

Bradley is a two-time bestselling author. His first book, *The 7 Laws of the Golf Swing*, has been a global bestseller since 2003 and published in 5 different languages. Bradley's second book featured in Golf Digest and forwarded by Butch Harmon, *Kinetic Golf*, was published in April 2013, and his third book, *Letters to an Evolving Golfer*, was published in August 2018. Bradley has written for every major golf magazine publication in the world. In addition to authoring best-selling books, Nick Bradley is a presenter, swing analyzer, and commentator for Sky Golf

and NBC's Golf Channel. Nick Bradley is the technical consultant and an owner in SQAIRZ golf shoes.

Bradley consulted on the Nike Elite advisory panel for fifteen years, has been elected by Golf Digest as the top male teacher in North Carolina, and has won The Independent Sports Book Award 2004. During his 25-year career, Bradley has instructed over 200 PGA and European Tour golf professionals.