

ARI ADAMS



The Assistant Technical Director, Technical Administration and Female Development position will primarily be responsible for the following areas of our technical programming:

Mini Program Female Team Oversight

U8-U10G Development Program

U11/U12 Program Assistant and all female team oversight

SGU Program

U13-U18 Female Team Support

Overall SUSE Female Development

Academy Program Support

Coach Education

Technical Staff Supervision

Evaluations Support

Other Technical and Coaching Responsibilities

Get to Know...Ari Adams

Assistant Technical Director, Technical Administration & Female Development

As announced just a couple of short weeks ago, we are pleased to announce Surrey United SC's own Ari Adams as our new Assistant Technical Director, Technical Administration & Female Development.

Ari's Soccer Journey

I grew up playing soccer in Maple Ridge within the community starting at five years old. During my youth career I continued on to be a member of the U15 provincial team, the U16 Whitecaps youth team, and then transitioned into the Pacific Coast Soccer League with the Whitecaps reserves and eventually Coquitlam Metro Ford. I have been a member of the SUSE Women's Premier team since 2008.



As a four-year starter and two-year captain at SFU (2007-2010), I followed my passion for playing and then eventually transitioned into a coaching role within the program as an assistant coach (2011-2014). Not long after joining SUSE as a player, I became involved as an academy coach. In 2014 I began coaching within the BC SPL with the 2002 girls. I was able to guide the 2002 BC SPL girls to three National tournaments: silver in 2016, gold in 2017, and bronze in 2019. As the 2002 girls BC SPL team now graduate and move onto their respective University programs, I am excited to continue with the 2007 BC SPL team along with other youth teams and programs within the club.

Ari Adams, Away from the Game

Currently I live in Maple Ridge with my husband, Tom and 2-year-old son, Hudson. When we are not at the field we enjoy going for hikes with our dog and finding any outdoor activity for Hudson to burn off some energy.

Ari on her New Role

I am excited to continue working with SUSE in my new role. Now with two Assistant Technical Director positions I can truly invest more time with the girl's youth teams. I am excited to have more of an on-field presence with teams directly and be able to have a greater impact with players development. With my connections with outgoing graduating youth players and current university programs, I hope to develop more female coaches within our club. Expanding the club's Female Mentorship Program and providing more coaching opportunities and courses for young coaches will give us the resources to link up youth teams with female role models and mentors.

Ari's Approach & Philosophy

Player development is the journey of a player from mini soccer all the way to adult soccer. The first focus needs to be creating a fun environment for young players, so they want to return to the field. It is important to establish an environment that allows players to develop their skills, understanding and passion for the game at their own pace. Programs must include multiple entry points and regular intake opportunities for all players into higher level teams and programs, providing opportunity for all developing and late-blooming players aspiring to play the next level. Creating relationships between age-groups and different tiers will allow player sharing between teams, ultimately allowing players to be assessed within new and more challenging environments. The player development environment must be safe and enjoyable while the philosophy must be player-first, holistic and flexible while providing opportunities for entry for all players of all ages.

