

HERBERT PEREZ

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Herb Perez, who at age 32, competed in his first Olympic Games, has been a noted champion and leader in the martial arts for many years. He is a six-time U.S. National Team Captain, and a three-time winner of the Pan American Championship. Herb has served on the Executive Committee, Membership and Credentials Committee (Vice Chairman), International Relations Committee and the Athletic Advisory Council for the United States Olympic Committee. He was a member of the Board of Directors of the U.S. Olympic Committee, a position he held for ten years.

In 1988, Perez was inducted into the Taekwondo Hall of Fame, Black Belt Magazine Hall of Fame and was the 1992 United States Olympic Committee Taekwondo Athlete of Year.

In 2002, Herb Perez was awarded the USOC George Steinbrenner Award for his work in rebuilding the Afghanistan Olympic Committee's Taekwondo and Judo programs. Finally, in 2005 Perez was selected by the World Taekwondo Federation as the USA representative to the Sport for All Committee.

Perez is the one of the most successful athletes in Taekwondo. He was 9 years old when he walked into a martial art school and discovered a passion. In 1983, he competed in his first National Taekwondo Championship and two years later earned a bronze medal. Success came rapidly, with many medals and honors culminating in the 1992 Olympic Gold Medal. At the age of 32, he achieved his dream of an Olympic Gold Medal as a middleweight competitor in Taekwondo at the 1992 Games in Barcelona. The years between were filled with struggles, disappointments, hard work and dedication - the stuff of which inspiration is made.

Perez's dedication to the sport of Taekwondo is complete. He still trains daily and thinks about Taekwondo "constantly." Herb says, "This sport teaches everything you need to succeed in life: patience, self-discipline, determination, and perseverance. There are no excuses in the world of Taekwondo. It's a very honest place to be. I always tell the students I teach: it's not how you start but how you finish." Every year since 1988, Perez has trained 25% to 30% of the men's national winners. He is active in promoting the martial arts, conducting seminars, and training camps. Perez also performed three seasons as "Olympus" in the internationally syndicated television show WMAC Masters.

Perez authored the book "[Taekwondo for Children](#)" in 1996. He was a contributing editor for Rainbow Publications. He wrote a monthly column, "The State of Taekwondo," for *Black Belt Magazine*. Perez has written monthly submissions for *Karate - Kung Fu Illustrated*, and *Martial Arts Training*. In his articles, Perez explores all aspects of the modern day Taekwondo practitioner from the practical technical arsenal to the history and development of the Olympic Sport.

In his continuing effort to raise the bar for education in the fitness arena, Perez founded Gold Medal Productions LLC. in 1998. This state of the art production house has developed over 135 titles for the martial art and fitness Video/DVD market. Most recently, GMP filmed the television commercial and video product for the "The Winning Spirit".

In 2005, Perez founded High Level Training LLC, and obtained an exclusive contract with USA Taekwondo, the national governing body for the Olympic sport, to develop curriculum for all Taekwondo coaches, referees, and athletes. HLTC additionally was responsible for implementation of a full service training program which included on-site delivery and training of all levels of presenters to the general membership of the NGB.

In 2006, HLTC opened its High Level Training Center in Foster City, California. Gold Medal Martial Arts currently trains over 400 local children using its patented program "T.O.R.C.H." (The Olympics Really Can Happen). Perez's TORCH program is being implemented by instructors across the country to teach the Olympic sport of Taekwondo.

In the area of martial arts marketing, Perez was responsible for securing the rights for ADIDAS Korea Taekwondo products for the two largest manufacturers in the USA. Sales of these products in the US totaled over 3 million dollars in year one of the agreement. Building upon his success with Adidas, Perez has negotiated the exclusive rights of NIKE Korea Taekwondo products in the USA market. Sales in the initial year exceeded 2 million dollars and reached 5 million in year three of the agreement.

In 2009, Perez was elected to the Foster City City-Council where he guides policy and a 30 million dollar Budget yearly. The City remain fiscally sound and is the pride of the Peninsula. He championed two groundbreaking ordinances of families and the community; Non-Smoking and the Gatekeeper.

In 2015 Perez was re-elected to the City Council and elected Mayor of Foster City.

In demand as a teacher, coach, producer and seminar leader, Perez is also the Director of International Projects for the Olympic Council of Asia.

COMPETITIVE EXPERIENCE

- 1992 OLYMPIC GOLD MEDALIST
- 1991 WORLD SILVER MEDALIST
- 1991 PAN AM GAMES SILVER MEDALIST
- 1988 PAM AMERICAN CHAMPIONSHIP GOLD MEDALIST
- 1987 PAN AM GAMES GOLD MEDALIST
- 1987 WORLD CUP GOLD MEDALIST
- 1987 WORLD BRONZE MEDALIST
- 1986 OLYMPIC SPORTS FESTIVAL GOLD MEDALIST
- 1986 PAM AMERICAN CHAMPIONSHIP GOLD MEDALIST
- 8 Time NATIONAL CHAMPION
- 2 Time NATIONAL COLLEGIATE CHAMPION
- US TEAM CAPTAIN 1988-1992

COACHING

- 1997 - Current Peak Performance Center- Technical Director and CEO
- 2004- Current CEO of HIGH LEVEL TRAINING LLC-
Coach and Athlete Development program for the USAT.
- 2008 HEAD OF DELEGATION FOR OLYMPIC GAMES CHAMPIONSHIP TEAM, Beijing, China
- 2008 HEAD OF DELEGATION FOR OLYMPIC TEST EVENT CHAMPIONSHIP TEAM, Beijing, China
- 2007 HEAD OF DELEGATION FOR THE OLYMPIC QUALIFIER CHAMPIONSHIP TEAM, Cali, Colombia
- 2007 HEAD OF DELEGATION FOR THE WTF OLYMPIC CHAMPIONSHIP TEAM, Manchester, England
- 2007 HEAD OF DELEGATION FOR THE WTF SR. WORLD CHAMPIONSHIP TEAM, Beijing, China
- 2005 HEAD OF DELEGATION FOR THE WTF SR. WORLD CHAMPIONSHIP TEAM, Madrid, Spain
- 2004 HEAD OF DELEGATION FOR THE WTF JR. WORLD CHAMPIONSHIP TEAM,
Sun Cheon, Korea
- 2004 USTU DEVELOPMENTAL TEAM ADMINISTRATOR
- 2004-1997 GOLD MEDAL TRAINING SYSTEMS HEAD COACH
- 1993 COACH USA WORLD CHAMPIONSHIP TEAM
- 1992-1995 USTU COACHING STAFF MEMBER 1992-1995 NEW JERSEY COACHING CHAIRMAN

INTERNATIONAL PROGRAMS and DEVELOPMENT

- 2002 –2006 Olympic Council of Asia/ Senior Staff
- PROJECT: 2006 Asian Summer Games/ Oversight/Senior Staff
Evaluate and submit reports on the Doha
Organizing Committee's preparations. Evaluate the Broadcast capabilities for the Games.
- PROJECT: 2005 & 2007 Asian Indoor Games/ Technical Dept/
Sports Program Development Staff
Interact with the NOCs and ascertain their needs and requirements to host the games. Develop the
sports program and evaluate venues. Member of the creative team for the OCA.
- PROJECT: 2003 Asian Winter Games/ Senior Staff
Interact with the NOCs and ascertain their needs and requirements to maximize services at the
games. Implement solutions in real-time during the Asian Games.
- PROJECT: Afghanistan Olympic Committee/ OCA

Evaluate the current needs of the NOC and implement a strategic initiative to reintegrate the NOC into the Olympic infrastructure. PROJECT:2002 Asian Summer Games/ Senior Staff Athletes Village
Oversee the OCA office in the athletes village and implement solutions in real-time during the Asian Games.

COMMUNITY RELATIONS

FOSTER CITY COUNCIL MAYOR 2016-17

FOSTER CITY COUNCIL MEMBER 2009-Current

CLIFFSIDE PARK: Youth Taekwondo Recreation Program Administrator

UNITED STATES OLYMPIC COMMITTEE: Executive Committee,
Board of Director, Athlete's Advisory Committee, Vice Chairperson-Membership & Credentials Committee,
International Relations Committee

UNITED STATES TAEKWONDO UNION: Board of Governors Executive Committee, Athletes Advisory
Committee, Membership and Credentials Committee Vice-Chairperson.