

McGuire Strategic Performance Solutions (MSPS) provides **program-architecture, readiness-policy, and expert advisory support** to organizations developing high performers — from tactical and military populations to elite sport and high-level athletic events. Founded by a pioneer of the U.S. military's embedded human-performance enterprise — and an active practitioner still working at the highest levels of sport — MSPS helps primes, performance vendors, researchers, and event planners design, staff, win/execute the work, and mitigate event risk.

CORE CAPABILITIES

- 01 HUMAN PERFORMANCE PROGRAM ARCHITECTURE**
Design, stand-up, and scaling of embedded human-performance — staffing models, integration, and governance.
- 02 STANDARDS, TESTING & READINESS POLICY**
Physical standards, fitness testing, and readiness frameworks grounded in the job and defensible to leadership and legal oversight.
- 03 ADVISORY & SME SUPPORT**
Proposal credibility, program review, and subject-matter advisory for primes pursuing tactical human-performance work; support for researchers conducting research in military populations; and expert guidance to planners of high-level athletic events on medical operations, emergency action planning, and risk mitigation.

WHY MSPS — PROVEN AT SCALE

- **Lead developer** of the Marine Corps Combat Fitness Test and MOS-Specific Physical Standards.
- **Principal Investigator** for several studies supporting changes to fitness-test and body-composition standards.
- **Established the Marine Corps Institutional Review Board (IRB)** and served as Vice-Chair, 2009–2025 — assisting researchers in gaining access to USMC populations and navigating the IRB process.
- **Program Manager** for the first service-level program of embedded civilian human performance professionals; developed and implemented GS positions and served as Contracting Officer's Representative (COR).
- **18 years** as Lead Athletic Trainer, NFL Scouting Combine — developed and implemented the Combine Emergency Action Plan; **10 years** as NFL Injury Spotter; Chief Athletic Trainer, 1996 Atlanta Olympic Games (Rowing – Sprint Canoe/Kayak).
- **42 years** of combined military and civilian federal service; **25 years** in direct USMC human performance leadership roles; Director, USMC Human Performance Branch, 2020–2025.

CURRENT ENGAGEMENTS

NFL SCOUTING COMBINE	Lead Athletic Trainer · since 2008
NFL PLAYER HEALTH & SAFETY PROGRAM — WASHINGTON, DC	Injury Spotter · since 2017
UNITED FOOTBALL LEAGUE — WASHINGTON, DC	Injury Spotter · since 2023
CROSSFIT GAMES — SAFETY ADVISORY BOARD	Advisor · since 2024
NATIONAL STRENGTH AND CONDITIONING ASSOCIATION — BLUE RIBBON PANEL ON MILITARY READINESS	Advisor · 2002, 2015, 2025
DELAWARE INTERSCHOLASTIC ATHLETIC ASSOCIATION — SPORTS MEDICINE ADVISORY COMMITTEE	Member · since 2025

LEADERSHIP

BRIAN MCGUIRE

Colonel, U.S. Marine Corps (Ret.) · MS ATC
· Founder & Principal

LEGAL NAME

McGuire Strategic Performance Solutions, LLC

ENTITY

Single-Member LLC · State of Delaware

ESTABLISHED

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BUSINESS STATUS

Service-Disabled Veteran-Owned Small Business (SDVOSB-eligible)

LOCATION

Frankford, Delaware

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