



Georgia Rush is excited to announce the appointment of Russell Finch as its new Technical Director. He holds a UEFA “B” License, a USSF National “C” License, and is a Coerver licensed coach. He has extensive coaching experience at the youth level. Prior to joining Georgia Rush, Russell served as the Director of Coaching – Girls for the Santa Clarita United Soccer Club. His coaching career also includes Director of Youth Development program for the LA Rampage Futbol Club and the Desert United Soccer Club. He has also served as a Cal South ODP Coach and led two teams to the Championships of the Cal South National Cup.

Russell played at the collegiate level with West Texas A&M and Cal State University – San Bernardino while pursuing a BA in Marketing.

As Technical Director, Russell will be responsible for the direction of the entire coaching staff. He will be responsible for the oversight of the coaching staff including hiring and education of the coaches in accordance with the club’s policies and procedures and the integration into Rush Soccer. Further, he will be responsible for the direction of the Academy/Select Programs and the marketing of Georgia Rush. He will also supervise the Recreational and Developmental Programs.

Russell, welcome to Georgia Rush, and we look forward to the leadership you will bring to the club!

Please [click here](#) for full press release.