



## **Bloomington United Soccer Club.**

Balanced. Competitive. United.

Ryan Heinritz | Executive Director

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## **Bloomington United Soccer Club Names Joe Bell as Technical Director – Adding to New Leadership Structure**

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Bloomington United Soccer Club is proud to announce the hiring of Joe Bell as the club's new Technical Director, marking a significant step forward in the club's commitment to player development and organizational excellence.

Bell will lead the club's technical and tactical development model, overseeing the playing philosophy, training curriculum, and player development standards across all age groups. In collaboration with club leadership, he will work closely with coaching staff to ensure a consistent, high-quality experience for every Bloomington United player.

"I am excited to get started with Bloomington United (BU) because I see the ability to contribute and build something unique within the Twin Cities. This opportunity stood out to me because of the potential to help shape something meaningful over time, said Bell.

This strategic hire comes as part of a broader organizational structure implemented by Executive Director Ryan Heinritz during his first three months in the role—designed to elevate technical standards, strengthen coaching support, and position the club for long-term growth.

"Joe brings a level of technical expertise, leadership, and vision that aligns perfectly with where we are headed as a club," said Heinritz. "In a short time, we've worked to build a programming structure that prioritizes service, clarity, accountability, and player development at every level."

As Technical Director, Bell will focus on defining the United's style of play, building age-appropriate training models, mentoring coaches, and supporting

player evaluation and identification processes. His role is designed to ensure alignment across all teams while allowing coaching staff to grow within a clear and unified development framework.

Bell added, "At Bloomington United we are all committed to building an environment where players can improve consistently and enjoy the process."

BU's Director of Coaching, Steve Bellis emphasized the impact of the addition: "This is another major step forward for the club. With a strong background in youth soccer development, Joe is passionate about helping players reach their potential—whether they're just starting out or looking to compete at higher levels. Joe will help guide how we develop players and support our coaches across all age groups."

BU's updated leadership focused on building a club rooted in service thanks to the beautiful game clearly defines responsibilities across the organization, with the Executive Director (Heinritz) focused on strategic direction, marketing, fundraising and operations, the Director of Coaching (Bellis), Assistant Director of Coaching (Tom Szewczyk) supporting families, as well as leading team and coach performance, and the Technical Director (Bell) driving the club's long-term player development model.

"Adding a dedicated Technical Director is a critical piece of the plan that Ryan has laid out," said Szewczyk, and Joe is the right person to help us deliver on that vision for our players, coaches, and families."

This alignment reinforces Bloomington United's balanced competitor model and mission to use soccer as a vehicle for character development, community pride, and competitive excellence. Bellis added, "Joe's addition will add to our creation of a fun, positive, and challenging environment where players can improve, build confidence, and love the game. We are excited to welcome Joe Bell to Bloomington United."

For more information about Bloomington United Soccer Club, visit:  
<https://bloomingtonunited.org>