

**Introducing: David Byrnes, Market Development Associate at Gatorade Athletic Channel, NYSATA Treasurer, and Certified Athletic Trainer**

David Byrnes is the NYSATA treasurer and a market development associate for Gatorade Athletic Channel in New York and Connecticut. Byrnes received his Master of Science in athletic training from Long Island University in 2000 and would go on to spend the next 19 years working as a certified athletic trainer in college and secondary school settings.

After working for nearly two decades in this capacity, Byrnes made a move for which his experience made him uniquely qualified and transitioned to the marketing and sales side of sports. He joined the G-Force Team at Gatorade in 2019 and spends much of his time providing hydration and sports nutrition education via product engagement and event support to athletes and staff from secondary schools, colleges/universities, athletic teams, strength and conditioning programs, and fitness and performance centers. In addition, he provides access to the Gatorade line of sports fuel, hydration solutions, and equipment that athletic programs need and use.

Byrnes credits his athletic training background as to why he is so effective at his current job stating, “As a long-time athletic trainer, I have an acute understanding of the nutritional/equipment needs of athletics, coaches, and sports medicine staffs. I am a credible source that our clients can trust when making purchasing decisions as they know my number one priority is their health and safety.”

Byrnes’ passion for the health and psychology of athletes can be traced back to high school. “As a high school and collegiate athlete, I always knew I wanted a career in athletics,” said Byrnes. “When I discovered athletic training, I found it to be the perfect blend of sports and science. It allowed me to remain engaged in athletics, while being able to use my education to prevent and rehabilitate injuries.”

This is something he encountered countless times throughout his career, and what he found most rewarding while working as a certified athletic trainer. “When an athlete is healthy and playing well, being their biggest fan and supporter is huge for the psychology of the athlete. It creates bonds and trust,” he said. “This is especially important when things aren’t going well. When an athlete is injured or down emotionally, having the ability and skills to treat their injury, rehabilitate them, or lift their spirits, is extremely rewarding.”

The trajectory of Byrnes’ career is an excellent example of how versatile the skills and education of a certified athletic trainer can be. That is why, when asked if he had any advice for young and aspiring ATs, Byrnes replied, “The profession of athletic training is diverse and demanding. We enter this profession to help people, and aspiring ATs should never forget that. Don’t be afraid to go the extra mile, as you never know where the path will take you.”