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(Company)

Top Skills

Sports Management

Sports

Athletics

Publications

World Baseball Guy

Merv Moore

Sports Director | Creator of 'Building the Coconuts' Reality Series
| Bohol Coconuts Baseball & Softball Club | Sports Management,
Athletics

Seagoville, Texas, United States

Summary

My journey as a coach has spanned continents, from reshaping national teams in Europe and Asia to founding an elite baseball and softball program in a tropical island paradise.

As Head Coach of the Swiss National Baseball Team, I undertook the challenge of rebuilding one of Europe's lowest-ranked programs. Through intensive player development and instilling a championship mindset, we engineered a remarkable turnaround, elevating Switzerland into a legitimate B-Pool contender on the European stage.

This national team success was mirrored and amplified at the club level. Leading the Therwil Flyers, I guided the team to an unprecedented period of dominance, capturing three Swiss League championships in four years. I then accepted the challenge with the Zurich Challengers, taking a fifth-place team and, within just two seasons, transforming them into Swiss Champions.

Driven to grow the game globally, I embarked on a series of impactful projects across Asia. I spent one month in Brunei, conducting hitting camps for both the men's and women's national fastpitch softball teams. The women captured their first-ever tournament championship, while the men finished third and topped Indonesia for the first time in a decade.

My most extensive project was a 17-month tenure in Bhutan, where I worked at the grassroots level: training national coaches and organizing the nation's first structured youth camps, tournaments, and leagues to build a sustainable baseball foundation.

This was followed by two months in Nepal, collaborating with the Nepal Baseball and Softball Association to advance their coaching standards and player pathways.

A pivotal moment in my career came with a two-year contract to teach baseball at a Prestigious Chinese Sports Academy. While a tremendous professional opportunity, I made the decision to opt out after my wife's visa was not approved.

That work is the culmination of my life's experiences: founding the Bohol Coconuts Baseball & Softball Club in the Philippines. Here, my international expertise meets a profound local need.

Alongside my wife Lerma, we are building more than a club; we are creating an engine for opportunity. Our model combines premier athletic training with essential community support, including affordable nutrition and academic programs, to help impoverished Filipino children chase their dreams both on the diamond and in the classroom.

Experience

Bohol Coconuts Baseball and Softball Club
Sports Director
January 2025 - Present (1 year 5 months)

Bohol Coconuts Baseball & Softball Club
Head Baseball Coach
January 2025 - May 2026 (1 year 5 months)
Bohol, Central Visayas, Philippines
Head baseball coach

Freelance
Sportswriter
June 2005 - February 2025 (19 years 9 months)
Freelance sportswriter specializing in the NFL, NCAA Football, MLB, and NBA.

Nepal Baseball and Softball Association
International Baseball Coach
November 2023 - February 2024 (4 months)

Kathmandu, Bāgmatī, Nepal

Bhutan Baseball and Softball Association
International Baseball Coach
April 2022 - November 2023 (1 year 8 months)
Thimphu, Bhutan

SeagovilleNews.com
Editor In Chief
January 2021 - April 2022 (1 year 4 months)
Seagoville, Texas, United States

Responsible for daily operations for news and information website.

Texas Dragons Baseball Club
General Manager/Head Coach
June 2020 - April 2022 (1 year 11 months)
Seagoville, Texas

Responsible for directing a free year-round youth baseball development program for area boys (ages 5-18) from low-income families.

SeagovilleGazette.com
Editor In Chief
November 2014 - June 2020 (5 years 8 months)
Seagoville, Texas

Responsible for the daily operations of online community newspaper

Brunei Amateur Softball & Baseball Association
Hitting Coach/Mens Head Coach
September 2019 - September 2019 (1 month)
Bandar Seri Begawan, Brunei-Muara District, Brunei

Conducted hitting clinics for Brunei Mens and Womens National Fastpitch Softball Teams. Also trained both teams for 2019 International Masters Tournament hosted by Brunei. Coached Brunei Mens National Fastpitch Softball Team at Masters Tourney.

Seagoville Gazette
Owner/Managing Editor
April 2016 - October 2016 (7 months)
Seagoville, Texas

Responsible for the daily operations of community newspaper serving four cities in southeast Dallas and Kaufman counties.

Baseball-Avenue.com

Featured Writer/Managing Editor

July 2013 - December 2015 (2 years 6 months)

Bohol, Philippines

My duties includes writing original articles, re-writing internet articles and press releases, and day-to-day maintenance of website.

HeatNation.com

Staff Writer

April 2015 - July 2015 (4 months)

Home-Based

Responsible for writing feature article and editorials for Miami Heat fan website.

Rant Sports

Texas Rangers Beat Writer

August 2014 - November 2014 (4 months)

Home-Based

Responsible for writing 12 monthly articles on the Texas Rangers, as well as contributing NCAA college football and NFL articles.

Baclayon Rangers Baseball Club

Head Baseball Coach

October 2011 - August 2014 (2 years 11 months)

Bohol, Philippines

My responsibilities included organizing training for three age groups (7-9; 10-12; 13-16), directing training sessions, soliciting used baseball equipment from international teams/clubs, planning fundraisers to provide players post-training snacks, and arranging academic tutors for bi-weekly study hall sessions.

BaseballdeWorld.com

Writer/Editor

February 2008 - August 2011 (3 years 7 months)

Texas

Responsible for writing original articles, re-writing relevant articles off internet, editing articles, resizing photos, posting articles on website, and internet marketing.

Mister-Baseball.com

Chief Writer

May 2007 - October 2007 (6 months)

Mainz, Germany

Responsible for writing original articles and re-writing relevant articles from the internet.

Zurich Challengers Baseball & Softball Club

Head Baseball Coach

March 1997 - October 1998 (1 year 8 months)

Responsible for coaching First and Second Division club baseball teams. Transformed fifth-place 1st Division squad into national champion in two seasons

Swiss Baseball & Softball Federation

4 years 4 months

Swiss National Team Head Coach

June 1994 - August 1998 (4 years 3 months)

Switzerland

Responsible for the selection and training of national team players, and for coaching team at international tournaments. Transformed one of Europe's worst squads into a B-Pool contender that upset 1994 European Championship B-Pool Champion Ukraine, 4-2, at Ljubjana, Slovenia.

Swiss Junior National Team Head Coach

May 1994 - September 1994 (5 months)

Switzerland

Directed the Swiss Junior National Team (ages 15-17) at the 1994 European Junior Championships at Kiev, Ukraine.

Therwil Flyers Baseball & Softball Club

Head Baseball Coach

March 1993 - October 1996 (3 years 8 months)

Responsible for training the First Division team while assisting with other club teams when my schedule permitted it. Won three national championships in four seasons.

The Seagoville Gazette

Publisher and Editor

January 1991 - November 1992 (1 year 11 months)

Seagoville, Texas

Founded a weekly community newspaper in my hometown. Responsibilities including directing a seven-person staff, writing news and editorial articles,

and business accounting. Sold business after 22 months to pursue a coaching career in Europe.

Houston County Courier

Sports Editor

June 1989 - August 1990 (1 year 3 months)

Crockett, Texas

Served as sports editor at an East Texas bi-weekly newspaper and was honored by the Texas Gulf Coast Press Association. Responsibilities including covering five county high school athletic programs, taking photos at athletic games, and developing photos in darkroom.

Bethel College Clarion

Editor-in-Chief

August 1987 - May 1988 (10 months)

Arden Hills, Minnesota

Served as editor-in-Chief of student newspaper and modernized the department with three computers.

Bethel College Clarion

Sports Editor

August 1986 - May 1987 (10 months)

Arden Hills, Minnesota

Transformed a one-page sports section into an award-winning 3-4 page section including a front page series called 'Bethel Athletics - Why Can't We Win?' which resulted in the dismissal of the head football coach.

Education

Bethel University

· (1985 - 1988)

Seagoville High School

· (1980 - 1984)