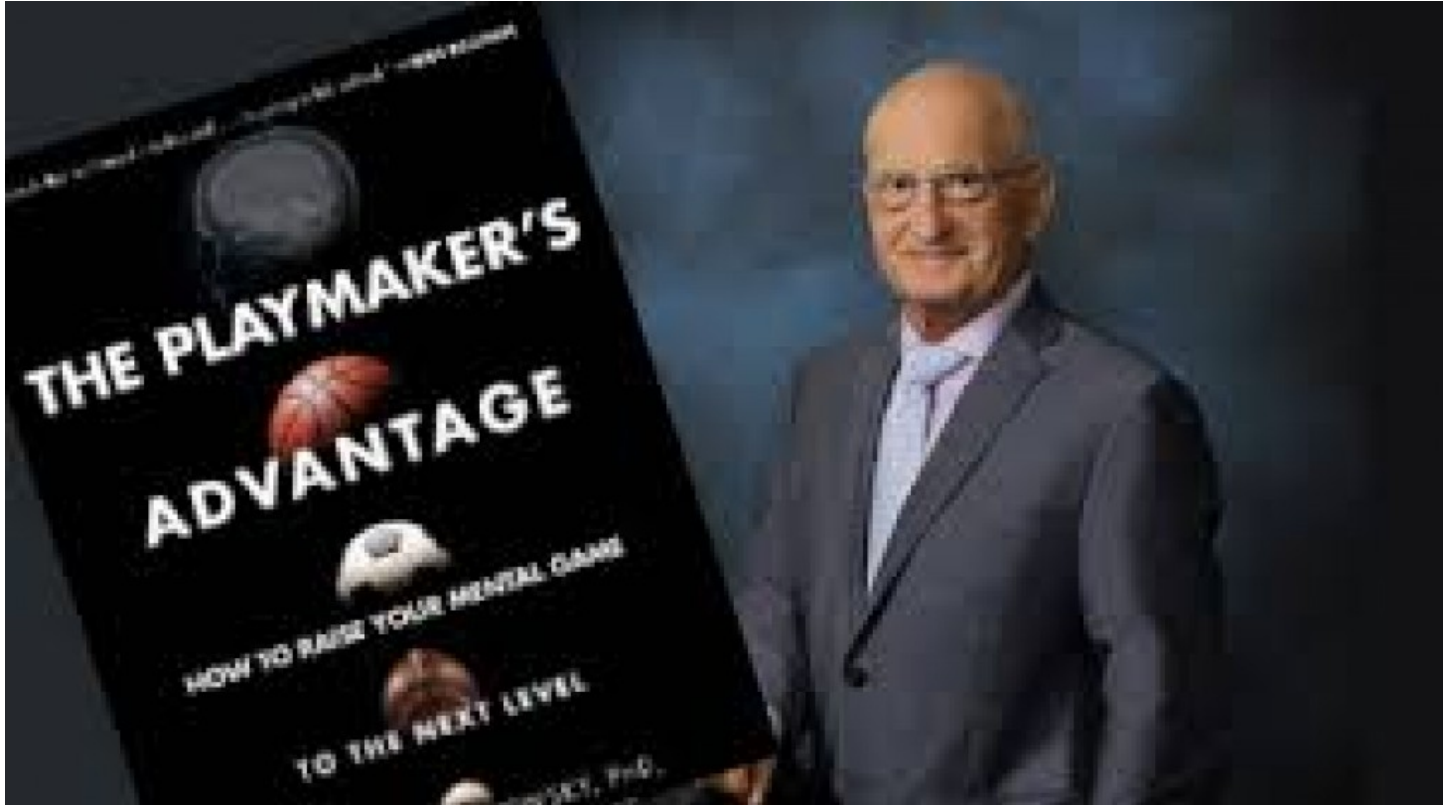


Big League Sports Psychology Pioneer Joins SportsEdTV as Senior Consultant

Dr. Len Zaichkowsky led cognitive neuroscience and sports performance connection as an interdisciplinary science.



Florida, Miami, Jul 8, 2021 ([Issuewire.com](https://www.issuewire.com)) - [SportsEdTV](https://www.sportsetv.com) coaching and performance communities will soon benefit from the contributions to be made by Dr. Len Zaichkowsky, a former Boston University professor who completed three and a half decades there as Director of BU's Sports Psychology Program.

"This is truly a big-league addition to our array of great contributors, as Len's consulting experiences with the NBA, NHL, NFL, MLB, Australian Rules Football, the Spanish men's national soccer team, and Olympic sports organizations around the world, speaks volumes," said [SportsEdTV](https://www.sportsetv.com) Founder and Chairman Robert Mazzucchelli.

Len is a former president and a fellow of the Association for Applied Sport Psychology, a member of the editorial board of the Journal of Applied Sport Psychology, and currently section editor on psychology for the International Journal of Health & Sport Science.

"Dr. Zaichkowsky's academic textbooks and research publications demonstrate the importance of an athlete's remarkable brain in anticipating and acting on opportunities during competition, and his contributions on those and other subjects will be welcomed in our coaching, athlete and parental audiences," added CEO Victor Bergonzoli.

Recently, the American Psychological Association honored Len with the "Distinguished Service to the

Profession” award.

About [SportsEdTV](#): [SportsEdTV](#) exists to help athletes, coaches and parents LEARN, WIN, and CELEBRATE. We don't expect everyone who uses our learning tools to become a world champion - that's not our mission.

We do expect people who use our educational resources to become their champion, by whatever definition they view success in their chosen sport. For some, success is making the varsity team, for others, it's becoming country champion, and for others still, it may simply be gaining proficiency at a sport that offers a lifetime of fun and fitness. “

To us, no matter your aspirations in sport, if you are striving to improve, you are winning! As a leading sports education media company, we provide FREE video and blog content to anyone in the world with an internet connection.

We also offer a global online community, where athletes, parents, and coaches can interact, connect, chat, share content and find new friends. [SportsEdTV](#) videos feature coaching from world-class coaches and athletes - many of whom are or have coached world champions - and have been watched by viewers in every country in the world.

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