

# Darren Woodson

**Former Dallas Cowboy, 3x Super Bowl Champion, Former ESPN Analyst, Entrepreneur, and Real Estate Partner**

Please contact a GDA agent for information.

## Topics

- Celebrity Sports
- Sports Industry
- Teambuilding & Collaboration
- Workplace Culture

## About Darren Woodson

A three-time Super Bowl champion and five-time Pro Bowl selection, Darren Woodson is often recognized as one of the greatest players to wear a Dallas Cowboys uniform.

A native of Phoenix, Woodson played football at Maryvale High School as a running back and linebacker. He attended Arizona State University, where he was a converted linebacker for the Sun Devils and earned his Bachelor of Science in Justice Studies.

In the 1992 NFL Draft, the Dallas Cowboys selected Woodson in the second-round (37th overall). Throughout his 12 seasons (1992-2004) with the Cowboys, he earned a reputation as one of the hardest hitters and most ferocious safeties in the NFL.

Woodson retired in 2004 as the Cowboys' All-Time Leading Tackler with 1,350 career stops and registering career totals of 11 sacks and 23 interceptions. Throughout his NFL career, his dependability, athleticism and aggressiveness helped lead the Cowboys to three Super Bowl Championships (Super Bowl XXVII, XXVIII and XXX) - securing him an elite position in the club's history. In 2015, Woodson was inducted into the prestigious Cowboys "Ring of Honor." He was also named to the Arizona Sports Hall of Fame (2009) and the Texas Sports Hall of Fame (2017).

Upon retiring from the NFL, Woodson joined ESPN as an NFL analyst in 2005. He appeared on "NFL Live" and "SportsCenter" and also participated on the network's coverage of the Super Bowl, NFL Draft and NFL training camp specials. After 14 years with the network and commuting weekly to Bristol, Connecticut, Woodson announced his retirement in 2019.

Transitioning from the NFL to a post-playing career is not easy for most athletes—but Woodson has found consistent success. Woodson joined ESRP Advisory Dallas, LLC, "esrp", in 2017 and bridged his storied football career and entrepreneurial spirit with commercial real estate. In May of 2022, esrp merged with Cresa, the world's only global commercial real estate advisory firm that exclusively represents occupiers and specializes in the delivery of fully integrated real estate solutions operating from over 380 offices in 15 territories.

Woodson offices at the Dallas Cowboy World Headquarters - The Star, Cresa's primary office in the Dallas-Fort Worth region as a Managing Principal and is an active Board member where he is directly involved with the firm's overall vision, growth, and strategy. Woodson focuses on locating, developing, and defining business relationships across a variety of industries and markets. He brings his innate leadership skills and passion for creating winning strategies to meet clients' real estate needs, while delivering a high-level of service. Clients include NTT DATA, Argo Data, ExamSoft and MTX Group.

Beyond his remarkable talents and dedicated leadership, Woodson has made significant contributions to his community and is an active board member at *C5 Youth Foundation of Texas*. C5 Youth Foundation helps high potential youth with limited resources become successful and responsible leaders in their communities. Since its inception, over 600 Texas youth have experienced C5 Texas' life-changing program and leadership experiences.

Darren is married to Tiffany and has four beautiful children.

## Select Keynotes

- **Creating Cultures of Excellence**

What are the cultural differences between mediocre teams and winning teams, whether they are in sports or business? In this speech, Darren Woodson (5 time Pro Bowl safety and 3 time NFL Super Bowl Champion with the Dallas Cowboys) describes what leaders must embrace in order to build a culture of excellence with their teams. Learn how to embrace change, competition, and confrontation within your organization.

- ◆ Cultures of excellence embrace:



- ❖ (hard) change
- ❖ (honest) confrontation
- ❖ (healthy) competition
- ❖ and... individuals with (heartfelt) character

### Select Articles

- [From Super Bowl Victories To Winning Big At Business: An Interview With Darren Woodson](#)

Transitioning from NFL stardom to a post-playing career isn't easy for most football players—or athletes for that matter—but Darren Woodson has been able to find success working in a new field... literally and figuratively.

### Select Testimonials

"We had a wonderful event. I had many comments that Darren's speech was right on the mark, and they are already asking when he can come back :) Thank you!"

— *Candace E., Hilltop Securities Inc.*

"For 13 years, Woodson was everything you could ask for -- unselfish, reliable, dependable, a team player first and a team leader always. He's a living, breathing example of the saying that character does matter."

— *Jerry Jones, Dallas Cowboys Owner*

Darren really hit home the message of cultural differences between mediocre teams and winning teams. He truly left the room compelled to do more, give more, be more. Thank you, Darren, for an excellent keynote last night. The standing ovation was extremely deserved!

— *Lindsey S., Marketing Manager, Marketing Communications, BIOTRONIK, Inc.*