Jeff Pierce has already made a significant impact on Ferris State football fortunes in his seven years as head coach, evidenced by currently boasting the best winning percentage (.628) in Bulldog football program history.

Under Pierce, Ferris State has won or shared three Great Lakes Intercollegiate Athletic Conference (GLIAC) titles while earning back-to-back (1995 and 1996) berths in the NCAA Division II National Championship playoffs, including a 1995 semifinal-round appearance.

An individual with lofty dreams and aspirations, Pierce had a lifelong dream turn into reality in May 1995 when the FSU alumnus was named the 12th head coach in the program's history. Pierce has established firm roots with the Bulldogs since graduating from Sault Ste. Marie (Mich.) High School in 1974. He was a defensive back at Ferris from 1974-77 and later started his coaching career in 1983 under Nick Coso as a graduate assistant and head coach for the junior varsity. When Dan Underwood assumed the head coaching reins in 1984, Pierce remained on board to coach the inside linebackers. He joined Otterbein's staff in 1986 and was promoted to defensive coordinator in 1988.

In his seven years as defensive coordinator, Pierce built one of the top defenses in NCAA Division II. His 1992 Bulldog defense led the nation in fewest points allowed while the 1994 squad was tops among the GLIAC's total defense leaders.

Pierce graduated from Ferris with a degree in trade-technical teacher education in 1979, earning a pair of President's Academic Awards along the way. He completed graduate school in 1985 with a master's degree in athletic administration from Central Michigan University.

"Ferris State is second to none when it comes time to sell our academic programs," Pierce said. "Our football players should never lose sight of the fact that a degree at Ferris State University can significantly aid in getting a job when you graduate."

Pierce initially arrived at Ferris after an all-conference football career at Sault Ste. Marie in Michigan's Upper Peninsula. He also wrestled in high school and was "All-Upper Peninsula" in track.

In 1978, Pierce was an assistant varsity football coach at Sault Ste. Marie High. From 1979-83, he logged two years as head junior varsity football coach, two years as head varsity football coach, and four years as head varsity track coach at Big Bay De Noc High School, located in the Upper Peninsula.

Pierce, 46, resides in Big Rapids with his wife, Suzie, and their two sons, Jason (13) and Justin (9). The family also has a Bulldog named Blitz.

"My major goal is to motivate our players and get the most out of every individual in the program. I've been here for a number of years and have experienced the bad times with the good. The one thing you must instill in your program is to keep the players focused on what it takes to win a championship."