



JOE BRADY

HEAD COACH

Joe Brady was named the 21st head coach in Buffalo Bills history on Jan. 27, 2026, after originally joining the organization in 2022. In four seasons with the Bills prior to his promotion, Brady played an integral role in sustaining one of the NFL's most consistent offenses and helping guide the team to multiple division titles and postseason appearances.

Brady first joined Buffalo as the team's quarterbacks coach and was promoted to interim offensive coordinator during the 2023 season. Under his direction, the Bills stabilized offensively and finished the regular season 6-1 while capturing the AFC East division title. He was named the club's full-time offensive coordinator in 2024 and held the position through the 2025 season.

During Brady's two full seasons as offensive coordinator, the Bills' offense ranked among the league's most productive. In 2024, Buffalo averaged an AFC-best 30.9 points per game and became the first team in NFL history to record 30-plus rushing touchdowns and 30-plus receiving touchdowns in a single season. Quarterback Josh Allen was named the NFL's Most Valuable Player following the season.

In 2025, Brady's offense again ranked among the NFL's best, finishing fourth in the league in yards per game and sixth in scoring. Running back James Cook led the NFL in rushing, further reinforcing Brady's reputation for offensive balance and adaptability.

From 2024-25, the Bills ranked 2nd in the NFL in points scored with 1,006 (29.6 per game), trailing only Detroit (1,045).

Prior to joining the Bills, Brady served as offensive coordinator of the Carolina Panthers from 2020-21. In 2020, his offense became just the fifth unit in the Super Bowl era to feature four players with more than 1,000 scrimmage yards in a single season.

Brady rose to national prominence during the 2019 college football season while serving as LSU's passing game coordinator and wide receivers coach. That year, LSU produced one of the most prolific offenses in college football history, finished undefeated, and won the College Football Playoff National Championship. Quarterback Joe Burrow captured the Heisman Trophy, and Brady was awarded the Broyles Award as the nation's top assistant coach.

Brady began his NFL coaching career with the New Orleans Saints, serving as an offensive assistant from 2017-18 under head coach Sean Payton. During that span, New Orleans won consecutive division titles and ranked among the league leaders in total offense and scoring.

Brady entered the 2026 season as the youngest head coach in the NFL.

PERSONAL

A native of Pembroke Pines, FL, Joseph Clifford Brady IV born on September 23, 1989. He played wide receiver at William & Mary from 2009-12 and later began his coaching career there as a linebackers coach. He also served as a graduate assistant at Penn State before entering the NFL coaching ranks.

Brady graduated from William & Mary in 2013 with a double major in process management and consulting, along with kinesiology and health sciences. He earned his master's degree in educational leadership from Penn State in 2018 while coaching with the New Orleans Saints.

Brady and his wife, Lauren, have a son, Jordan, and a daughter, Logan.

THE STAMPEDE

Favorite athlete growing up: Dan Marino

Favorite NBA player of all-time: Udonis Haslem

Favorite musical artist: Lil Wayne

Favorite meal: Filet mignon with red wine or an Old Fashioned

Go-to breakfast spot: Waffle House

Favorite movie: The Departed

Favorite TV shows: Seinfeld and The Office