

## Galway's Orreco scores major deal with Atlanta Hawks

### Sports science company Orreco has signed a multi-year exclusive agreement with NBA basketball team, the Atlanta Hawks.

[Orreco](#) will provide the [Atlanta Hawks](#) with its cutting-edge bio-analytics services.

The company, which counts both NBA franchises and individual players, English Premier League side Newcastle United FC and elite sports organisations such as USA Swimming and Red Bull High Performance as part of its client base, will immediately commence work with the Hawks Performance staff, led by Chelsea Lane.

The Galway company will use its Zone and TrackOR products to help support and accelerate Atlanta Hawks player recovery, optimise performance and help further reduce the number of training and games lost to illness/injury.

#### Orreco shoots and scores

“Our new partnership with the Atlanta Hawks is an exciting development for team Orreco,” said company founder Dr Brian Moore.

“We look forward to working with Chelsea and her team supporting the Atlanta Hawks to make real-time data-driven decisions leveraging biomarkers and artificial intelligence. The combination of the Hawk’s ambition, coaching and playing talent, alongside Orreco’s expertise and industry-changing technology is a tremendously exciting prospect.”

Orreco has extensive experience within the NBA having worked for the past seven seasons with both franchises and individual NBA athletes

This experience has made Orreco and its team of PhD scientists global leaders in basketball bio-analytics, developing a deep understanding of the relationship between biomarkers, wearable technology and performance analytics, understanding how to manage the “Rookie Wall”, and helping to prolong veteran players careers, while understanding the optimal workloads for a player’s body.

“I selected Orreco as they are world leaders in bio-analytics,” Chelsea Lane said. “They possess unrivalled expertise interpreting biomarker data and have critically peer-reviewed published science highlighting their work with elite athletes.

“Our goal is to help our players understand how their recovery status impacts their performance

and using this data to truly individualise their training. We are very excited that Orreco has come on board as we at the Hawks enter a new chapter in our history.”

*Written by John Kennedy*

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