



FOR IMMEDIATE RELEASE

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Easton Youth Soccer Promotes John Barata to Director of Soccer Operations

Easton Youth Soccer (EYS) is proud to announce the promotion of John Barata, its long-standing Director of Coaching and Player Development, to the role of Director of Soccer Operations. One of the most accomplished soccer coaches in the nation, John has been an integral part of EYS since joining in 2005, following a standout youth and collegiate career at Assumption College in Worcester, Massachusetts.



For the past two decades, John has played a pivotal role in shaping the EYS program, bringing advanced knowledge, a deep passion for player and coach development, and a commitment to excellence. His ability to design and execute high-quality training programs has had a lasting impact on the growth and success of EYS players and teams.

In addition to his continued leadership at EYS, John will remain the Head Coach of the Oliver Ames High School Boys Soccer team. Under his guidance, the team has flourished, securing four Massachusetts state championships, including three consecutive titles in the past three seasons. His dedication to fostering a positive soccer culture extends beyond the high school team, as his players actively contribute to EYS's Saturday development programs, enriching the community's soccer environment.

“John has done a tremendous job over the years weaving a soccer culture throughout the community at all age groups. From making kids laugh at the pre-K level and challenging them to be their best at the high school level, the Easton Soccer community realizes we have something special happening here in town. John’s enhanced role will allow him to grow our programs, have a more active role in our long-term planning initiatives and work with community leaders on ways to enhance our soccer program within the town. We are excited for what the future holds.”

John’s remarkable achievements have earned him numerous accolades, including the 2024 HockomockSports.com Coach of the Year award. He was previously honored as the United Soccer Coaches National Coach of the Year – Youth, Eastern Massachusetts Soccer Coaches Association Coach of the Year, and Boston Globe Coach of the Year in 2022. Over

his tenure at Oliver Ames, John has led the team to over 200 victories and multiple championship titles.

Beyond athletic success, John prioritizes academic excellence. His teams have received the United Soccer Coaches Team Academic Award for an impressive 11 consecutive years, recognizing their commitment to maintaining a collective grade point average of 3.25 or higher.

As EYS celebrates its 50th anniversary, we are thrilled to continue our partnership with John in developing future soccer talent, expanding elite training programs, and spearheading new field development initiatives. We congratulate John and the Oliver Ames Boys Soccer team on their latest championship victory and his well-earned promotion within Easton Youth Soccer.

Reflecting on his tenure with EYS, John shared:

“I am thrilled to continue my relationship with Easton Youth Soccer—it's hard to believe it has been 20 years! Over the years, I have had the privilege of meeting so many incredible families, building lasting relationships, and experiencing tremendous success both on and off the field. Easton has truly become my home, and it is an honor to continue being a part of this amazing community.”



About John Barata:

Since taking the helm as Head Coach of the Oliver Ames Boys Soccer team, John has led the program to outstanding achievements, including:

- 2024, 2023, 2022, & 2015 MIAA State Champions
- 2-time MIAA State Finalists (2014 & 2017)
- 3-time MIAA South Sectional Champions
- 3-time Final Four Champions
- 11-time Hockomock League Champions – including six consecutive titles through 2024
- 15 MIAA State Tournament Appearances

His dedication and leadership have also earned him numerous prestigious coaching awards:

- 2024 Boston Globe Coach of the Year
- 2022 United Soccer Coaches National Coach of the Year – Youth
- 2022 Eastern Massachusetts Coach of the Year
- 2022 Boston Globe Coach of the Year
- 2021 MIAA Coach of the Year
- 2020 Massachusetts Youth Soccer Girls Competitive Coach of the Year
- 2018 New England Soccer Journal's 50 Most Influential People in Soccer
- 4-time Hockomock Sports Coach of the Year (2012, 2013, 2015, 2024)
- 2017 United Soccer Coaches Association Coach of Significance Award
- 2015 Eastern Massachusetts Coach of the Year
- 2014 Boston Globe Coach of the Year
- 2012 Eastern Massachusetts Coach of the Year