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Press Release

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FOR IMMEDIATE RELEASE

Reading United AC Names Casey Moore Club's First Ever Sporting Director

Transition from Head Coach leads to newly formed strategic role for the Berks County native

READING, PA (November 7, 2025) – Reading United AC is proud to announce Casey Moore as the club's first ever Sporting Director. Moore's transition from USL2 Head Coach to Sporting Director will help shape Reading United's long-term vision, player development strategy, and recruitment process across all Reading United teams - USL2, WPSL, USL Academy, and its reserve squads.

Moore joined Reading United as Head Coach following the canceled 2020 COVID-19 season, bringing renewed direction and energy to the program. Over five seasons, he led the team to a regular-season record of 25 wins, 20 draws, and 21 losses across 66 matches, earning 95 points. His tenure was highlighted by a 2024 USL2 Playoff appearance, where Reading United faced Vermont Green FC in a hard-fought first-round match. Despite a narrow 1–0 defeat to the eventual national champions, the playoff run showcased the competitive identity Moore helped cultivate within the squad.

Moore's career record as Reading United's head coach showed year-over-year progress while facing the challenges created by a global pandemic. During his tenure, ten players went onto a professional career.

"Casey has been a steady hand for our USL2 club," said Art Auchenbach, Vice President and Ownership Partner. "From rebuilding post-2020 to guiding us to the 2024 playoffs against Vermont Green FC, his leadership has been instrumental. As our first ever Sporting Director, Casey will steer our vision forward, ensuring Reading United remains a force in USL2 and across all teams playing under our badge."

In his new role, Moore will oversee soccer operations, player scouting, and long-term strategic planning, working closely with both the club's technical staff and its ownership group to advance the standing of Reading United on the field and off.

Reflecting on his journey, Moore said, "It has been an incredible honor to be part of my hometown club. I'm truly excited to step into the role of Sporting Director with Reading United. This opportunity represents a chance to continue giving back to a club and community that mean so much to me."

Reading United AC now starts the process of searching for its next USL2 head coach - the 11th head coach in the club's history - with Moore playing an integral part in the hiring process. Reading United's upcoming USL2 season schedule will be released in March 2026. Season tickets can be purchased at www.readingunitedac.com.

ABOUT READING UNITED AC

Reading United A.C. is the Greater Reading area's premier pre-professional soccer club. Led by the ownership group of Berks Professional Sports, Inc., the club was founded in 1995 as the Reading Rage. As the club entered its 2010 season a name, logo, and color change was made to better feature the ties to the local and state community as well as the soccer goals of the team and its partners. Reading United's commitment to professional player development has produced over one hundred and fifty players on rosters of professional clubs throughout the United States, Europe, and Latin America. For more information about Reading United A.C., visit www.readingunitedac.com.