

Prime Hall Bio

Prime Hall is a former U.S. Marine Raider, performance coach, author, and speaker whose work focuses on one central question: **how do people perform when pressure rises?**

His story began in a childhood shaped by instability, early responsibility, and learning how to stay calm inside chaos, skills that later carried him into U.S. Marine Special Operations. Yet his greatest challenge did not come on deployment. It came during the transition home, where the loss of mission, brotherhood, identity, and physical capability forced Prime to confront the emotional weight he had carried for years and rebuild from the inside out.

That journey through adversity, injury, transition, and recovery became the foundation of his life's work.

Prime returned to the water, once a place of personal challenge and turned it into a training ground for resilience, self-regulation, and human performance. From that experience, he created **Deep End Fitness** and developed the **F.R.E.E. Operating System™**, built on Focus, Relaxation, Economy of Motion, and Efficient Breathing. What began as a personal process for creating calm and control under stress evolved into a practical system for helping others manage their state, direct their focus, remove unnecessary drag, and perform when it matters most.

Over years of coaching high performers, Prime began to identify a larger pattern: the people and teams who perform best are not those who avoid pressure, but those who build the **adaptive capacity to regulate, focus, reframe, and adjust when conditions change**.

That insight now sits at the center of Prime's work through the **Performance Under Pressure Institute**, where he translates lessons from Special Operations, elite athletics, leadership, breathwork, and lived adversity into practical frameworks for individuals, teams, and organizations.

Prime has trained thousands of people, including Olympic and professional athletes and coaches, executives, military personnel, world champions, first responders, and high-performing teams. His work gives leaders practical tools to strengthen self-regulation, sharpen decision-making, navigate adversity, communicate under pressure, remove friction, and build cultures capable of performing when the stakes are high.

After being medically separated from MARSOC, Prime earned his MBA from the University of Southern California and was recognized by *Poets & Quants* as a Top 100 MBA. He went on to found the **Underwater Torpedo League**, a global performance-under-pressure training company and emerging sport, while continuing to expand Deep End Fitness through partnerships, licensing, and leadership experiences.

Committed to service beyond performance, Prime co-founded the **Marine Raider Challenge** and now leads **Operation Resilience**, a nonprofit dedicated to community, healing, and transition support for Special Operations veterans.

In 2026, Prime expanded his message through the release of his book, ***Permission to Heal***, and his appearance in the feature documentary ***Air Hunger***. Together, these projects reflect the full spectrum of his work: helping people heal what is holding them back while building the capacity to move forward with greater clarity, resilience, and purpose.

Today, through his writing, speaking, coaching, and the **Performance Under Pressure Institute**, Prime helps individuals and teams **regulate their state, focus their energy, reframe adversity, adapt to changing conditions, and advance when pressure is highest.**