

Michael Bidwell, left, head coach Kliff Kingsbury, middle, and general manager Steve Keim pose for a photo, Wednesday, Jan. 9, 2019, in Tempe, Ariz. The Arizona Cardinals introduced Kliff Kingsbury as their new coach a day after hiring the former Texas Tech coach in a bid to revitalize the worst offense in the NFL. (AP Photo/Rick Scuteri) # TEMPE, Ariz. (AP) -- Arizona Cardinals president Michael Bidwill went outside the traditional boundaries to find his new head coach, identifying Kliff Kingsbury as someone who can ignite the team's moribund offense and mold Josh Rosen into a dynamic NFL quarterback. # Kingsbury, with no NFL coaching experience and a losing record in six seasons at Texas Tech but a history of high-scoring offenses and prolific quarterbacks, was introduced as the Cardinals coach at a news conference at the team's headquarters on Wednesday. # Kingsbury called it " an incredible opportunity. " # The reason for the hire, Bidwill made clear, is Kingsbury's record as an innovative offensive coach. # " Look at today's NFL and you look at the college game, especially the last several years, has come into the pro game, " Bidwill said. " When you look at the output of his offenses, both when he was a coordinator in college and as a head coach, it's really impressive, the amount of points he puts up, where he positions his offenses. And you look at the six quarterbacks that he tutored and coached that have come into the National Football League. " # Among those quarterbacks are Patrick Mahomes, Case Keenum, Johnny Manziel and Baker Mayfield, who played at Texas Tech before transferring to Oklahoma.