

Laura Jane Mullally

Based in Ireland | Eligible to work in the USA
info@whynothoops.com | +353.87.719.7848 | whynothoops.com

PROFESSIONAL SUMMARY

Motivated and inclusive leader with 20+ years of experience mentoring student-athletes in collegiate, national and international contexts. Proven expertise in student-athlete development, NCAA compliance, camp coordination and holistic performance programming. Demonstrated success managing operations, delivering impactful leadership initiatives and fostering supportive environments for diverse student populations. Deeply committed to equity, athlete well-being and lifelong success beyond sport.

CORE COMPETENCIES

- Student-Athlete Development & Life Skills Programming
- Camps & Clinics | Director & Operator of Programme Development
- Leadership & Mentorship | Inclusion & Diversity
- NCAA Rules Compliance | Policy Review & Training
- Event Planning | Career & Wellness Workshops, Special Ceremonies
- Community Engagement | SAAC Advising
- Staff Supervision | Cross-Departmental Collaboration
- Housing Coordination & Student Support
- Proficient in Microsoft Office Suite, social media and digital platforms

EDUCATION

Master of Science in Applied Sport & Exercise Psychology

SETU Waterford, Ireland — In Progress

Licentiate Five Element Acupuncture

Gerard Kite Clinics, London/France — 2018

Master of Science, Education & Special Education (Dual Program 7-12 grade)

Dowling College, NY — 2009

Bachelor of Arts, Biology

Dowling College, NY — 2005

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PROFESSIONAL EXPERIENCE

OWNER & DIRECTOR

Why Not? Hoops / Shooting Hoops Basketball Academy — Current

- Created and managed Ireland's largest residential basketball camp (300+ athletes annually) with a focus on leadership, sport psychology and player skill development.
- Hire, train and supervise a 20-member staff; oversee marketing, logistics and all administration.
- Coordinate year-round clinics across Ireland, promoting youth engagement and social development through sport.

INTERNATIONAL & REGIONAL BASKETBALL COACH

National Team, Basketball Ireland – Irish U16/U18/U15 Girls Programs (2021–2023)

- Designed and led elite development systems preparing youth athletes for European Championships.
- Managed training camps, national team selection and personal mentorship for players.
- Assisted with strategic planning, opponent scouting and staff coordination.

DIRECTOR OF ATHLETICS & HEAD WOMEN'S BASKETBALL COACH

College of Mount Saint Vincent, NY (2015–2017)

- Oversaw department operations including 15 teams, 35 staff and a \$1.2M budget.
- Directed all student-athlete life skills programming: leadership development, wellness workshops, and career planning.
- Chaired SAAC, coordinated service-learning programs (300+ hours/year) and launched department-wide DEI initiatives.
- Led housing, scheduling and policy support for 255 student-athletes.

HEAD WOMEN'S BASKETBALL COACH

Chestnut Hill College, PA (2011–2015)

- Elevated program performance and academic achievement; maintained a 3.0+ team GPA and 10 honor roll athletes.
- Designed team-building and personal development initiatives, including leadership retreats and mentorship ladders.
- Managed recruitment, travel and compliance with NCAA DII and institutional policies.

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ASSOCIATE HEAD COACH / ASSISTANT COACH

Dowling College, NY (2005–2011)

- Co-led student-athlete development and academic success initiatives (GLASS program).
- Created peer mentorship programs and supported policy implementation across sport programs.
- Led department fundraising, raising over \$32,000 and ranking top in NCAA DII.

PURPOSE-DRIVEN HIGHLIGHTS

- Led youth development and high-performance coaching initiatives while navigating the full-time responsibilities of motherhood to Leeloo (10) and Zuri (1) - modeling balance, empathy and purpose-driven leadership.
- Founded and scaled Ireland's largest basketball development program.
- Spearheaded strategic programming to support career readiness and life skills in NCAA student-athletes.
- Played a key role in Ireland's historic U18 European Championship success.
- Directed over 1,000 hours of student-athlete community service and outreach.
- Decorated NCAA DII athlete: 1,000-point scorer, First-Team All NYCAC, and All-Met Selection.

AVAILABILITY & LEGAL STATUS

Eligible to work in the United States.

Available to work nights, weekends and holidays based on program needs.