

LAURA RATTO
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CURRICULUM VITAE

Dedicated professional with 20+ years of academic, business and personal experience in the sports industry interested in working with the complete individual to enhance overall wellbeing. Proficient at developing and implementing new programs, courses and integrating concepts across multiple businesses, countries and universities.

**Expertise implementing
University Programs**

**Focus on Sports Psychology,
Management, Operations and
Event Planning**

**Development of Future
Leaders via Sports and
Coaching**

EDUCATION

NATIONAL STRENGTH AND CONDITIONING ASSOCIATION – CERTIFIED STRENGTH AND CONDITIONING SPECIALIST (NSCA-CSCS) - SAN DIEGO, CA - 2006

SAN DIEGO STATE UNIVERSITY ♦ *Masters of Arts, Kinesiology* - SAN DIEGO, CA - 2005

*Thesis: Female Volleyball Players' Perceptions of Hypothetical Coaches:
Does Athlete Age and Coach Gender Make a Difference?*

UNIVERSITY OF CALIFORNIA, RIVERSIDE ♦ *Bachelor of Arts, Psychology, Honors* - RIVERSIDE, CA - 2000

*Upper Division Honors Thesis: Effects of Perceived versus Preferred Coach Leadership
Style on Athletic Performance and Satisfaction*

CERTIFICATIONS

USA Volleyball Beach Coaching Accreditation Program – BCAPII Certification – 2019

USA Volleyball Beach Coaching Accreditation Program – BCAP I Certification – 2013

IMPACT Certified

SAFESPORT Certified

HONORS/AWARDS

Woman of the Year - National Association of Professional Women, 2013

Rhodes Scholar Nominee, 2001

Scholar Athlete of the Year, University of California, Riverside 2000-2001

All CCAA Academic Award, California Collegiate Athletic Association, 1999

Deans Honor List, University of California, Riverside, 1997, 2000

PROFESSIONAL EXPERIENCE

RATTO CONSULTING - 2005-Present

Business development and consulting to sports entities both domestic and international with a specialization in Sports Psychology and program development

HIGHLIGHT CONTRACTS

- **Olympic Training Center** – Sports Psychology Program Development and training for Coaches and Olympic Athletes at Olympic Training center – Spala, Poland - 2017
- **National Volleyball League – Vice-President of Operations** – Restructuring of Professional Domestic Beach Volleyball Tour in the United States
- **FloSports** – Responsible for broadcasting acquisition right contracts for launch of new vertical FloVolleyball
- **USAVolleyball** – Evaluator for EDP (Elite Development Program) athletes and coach
- **International Entities** – American liaison for international coaching opportunities (Italy, Turkey, and Poland)
- **Beach and Bay Volleyball Club – Assistant Director** – Development of coaches training program focusing on psychological skills development and maximizing age specific training

RESPONSIBILITIES

- Program development for elite athletes (sports psychology, lessons, weights, plyometrics, and nutrition)
 - Development of programs for juniors and athletes in the Olympic pipeline
- Program development for juniors interested in competing at the collegiate level and post-collegiate athletes interested in continuing to play competitively both domestic and international
- Live Broadcasting of events and marketing and monetization of events and execution of deliverables
- Fostering strategic mutually beneficial partnerships

FOUNDER AND CEO – VOLLEYBALL NETWORK TV - 2014-2016

Online live broadcasting of professional and junior beach and indoor volleyball events worldwide

HIGHLIGHT CONTRACTS

- **National Volleyball League** – various locations nationwide including the infield of a (put the name) race car event and multi-site event in Las Vegas
- **Beach Volleyball Marathon** – Bibioni, Italy – largest beach volleyball tournament in the world
- **USA Beach Volleyball Junior National Championships** – Milwaukee
- **JVA World Challenge** – Indoor volleyball tournament hosting hundreds of teams from around the world
- **Volleyball Festival** – Annual Indoor volleyball tournament with hundreds of top teams from across the country

RESPONSIBILITIES

- Monetization Platform, Live Broadcasting and Recruitment
 - Development of company infrastructure and contract creation
 - Generation of Sponsor relations and execution of deliverables
 - Commentator for major beach and indoor championships
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VICE PRESIDENT OF OPERATIONS – NATIONAL VOLLEYBALL LEAGUE - 2011-2013

Managed and promoted brand awareness and overall marketing strategy from development of campaigns, social media presence, tour management and event coordination to member loyalty programs

HIGHLIGHTS AND RESPONSIBILITIES

- Tour Operations, development of National Ranking System, Global tournaments, and launch of nonprofit
- Managed multi-million dollar events for National, Regional and Local tours
- Developed and fostered relationships with Vendors, Tour Sponsors and National Sports Associations
 - **Strategic partnerships:** USAV, AAU, JVA, AVCA, CBVA, NCSVA, Premier Partnerships
 - **Notable vendors:** Monster, Budweiser, Wilson, Mikasa, Rox, Australian Gold
 - **Media Presence:** FOX, Premier Partnerships, Enetlive, Eventility, Facebook, Twitter, Web
- Execution of event permits and logistics, content creation, managing player relations, and sponsor fulfillment

ASSISTANT DIRECTOR OF COMMUNITY PROGRAMS - FRANCIS PARKER SCHOOL - 2002–2005

HIGHLIGHTS AND RESPONSIBILITIES

- Organized senior internship program for over 100 high school seniors in various fields throughout San Diego
- Maintained, expanded, and updated school's community service webpage and resources

ACADEMIC EXPERIENCE

ADJUNCT PROFESSOR - 2005 – 2010, 2016-CURRENT

Collegiate teaching experience and development of University programs and curriculum

San Diego State University - Department of Exercise and Nutritional Sciences (50% FTE) – 2004-2006

- Courses included, but not limited to: Exercise Program Development, Administration and Leadership (ENS 668), Promoting Exercise Behavior (ENS 434), Administration of Exercise and Fitness Programs (ENS 431), Exercise Across the Lifespan (ENS 330), and various activity courses.
- San Diego State Research Foundation Employee
- Marketing and Educational Coordinator for San Diego Center for Optimal Health and Performance
- Graduate Research Assistant - 2004

Southwestern Junior College – 2008-2010, 2016-current

- Developed, wrote a grant that funded, and implemented Faculty and Staff Health and Wellness program
- Assistant Volleyball Coach (2008-2010) and Women's Soccer Strength and Conditioning Coach (2010)
- Wrote curriculum for several courses in the WESA and currently writing curriculum that will be cross-referenced between WESA and the Psychology Department
- Adjunct Professor

Alliant International University - 2006

- Teaching Assistant for Clinical Health Psychology PhD course

Miramar Junior College – 2006-2007

- Adjunct teaching weight training

RECRUITMENT/COHORT MAINTENANCE COORDINATOR - 2006-2009

Project Sirocco – San Diego State University

- Managed the recruitment staff and oversaw event logistics
- Responsible for cohort maintenance protocol
- Assisted with manuscript writing and revision

MARKETING AND EDUCATIONAL COORDINATOR - 2005-2006

Center for Optimal Health and Performance – San Diego State University

- Developed and implemented internship program utilizing graduate students, wrote and processed associated college curriculum approval
- Conceived and applied marketing strategies for products, increased client base
- Oversaw VO2 Max, stress tests, and DEXA scans

TEACHING ASSISTANT - 1999

University of California, Riverside

- Taught course on steps to college success

BIOFEEDBACK TECHNICIAN - 1998-1999

Counseling Center – University of California, Riverside

- Trained in Biofeedback techniques and worked with clients in one-on-one sessions

RESEARCH ASSISTANT -1998-1999

Families First – University of California, Riverside

- Coded responses for federally funded grant
- Responsible for coordinating participant logistics and cohort retention across study

STUDENT TRAINER – 1997-2001

University of California, Riverside

- Completed 100 hours necessary for Athletic Training Certification

PUBLICATIONS/PRESENTATIONS

The Psychology of Sport and Exercise (Chapter in Kinesiology Textbook – IP)

A Dynamic Participant Recruitment Process in an Intervention Study (Submitted to Clinical Trials)

Master's Thesis: Female Volleyball Players' Perceptions of Hypothetical Coaches: Does Athlete Age and Coach Gender Make a Difference? (San Diego State University – Library, 2005)

Effects of Perceived Versus Preferred Coach Leadership Style on Athletic Performance and Satisfaction (University Honors Program Conference, Riverside, CA - 1999; Psychology Honors Conference, Riverside, CA - 2000; Western Psychological Association Annual Conference, OR - 2000; Ninth Annual Psychology Undergraduate Research Conference, UCLA - 2000)

COACHING TEAMS, CAMPS AND CLINICS - 1996-PRESENT

INTERNATIONAL

- Olympic Sports Psychology Program Development - Olympic Training Center – Poland – 2017
- Head International Beach Coach - Randuni, Sportivi – Bibioni, Italy, 2013-2017
- International Training Coach - BeachCamp.SE – Antalya, Turkey - 2014
- Director and Professional Athlete/Coach – Volleyball Vacations – Turks and Caicos – 2011-2012
- Swatch FIVB World Championships - Mauritius National Team Coach – Rome, Italy - 2011
- Tour Director/Coach - Jvolley Promotions – Puerto Rico - 2005

DOMESTIC

- USAV High Performance Beach Evaluator – Elite Development Program – EDP – 2015 - Current
- Assistant Director Beach & Bay Volleyball Club – 2006-2011
- Intercollegiate Assistant Volleyball Coach - Southwestern Community College – 2008-2010
 - Indoor Volleyball – 2008-2010
 - Women's Soccer Strength and Conditioning and Goalie Coach - 2010
- Head Varsity Coach - Our Lady of Peace High School – San Diego, CA - 2010
- Head Varsity Coach - Madison High School – San Diego, CA - 2007
- Head JV Coach and Varsity Assistant, Girls and Boys Teams - Francis Parker High School – San Diego, CA – 2002-2005
- Head Intercollegiate Club Volleyball Coach – San Diego State University – San Diego, CA - 2004
- Head Coach - USAV Junior Boys – San Diego Volleyball Club – 2002-2003
- Head JV Coach, Girls and Boys Teams - Cypress High School – Cypress, CA – 2001
- Intercollegiate Volunteer Assistant Coach - University of California, Riverside – 2000-2001
- Private Beach and Indoor Volleyball lessons – 2001-current

HIGHLIGHTS/RESPONSIBILITIES

- Coached and trained Olympic athletes and coaches in volleyball drills, coaching philosophies and sports psychology techniques and strategies
- Developed, recruited, marketed, and coached a team of Intercollegiate All-Stars
- Recruited athletes within contiguous districts and developed recruitment paraphernalia
- Development and restructuring of club from coaching philosophy, to training techniques, skills evaluation and procedural work (budget tracking, uniforms, coaches' evaluations, etc.)

VOLLEYBALL PLAYING EXPERIENCE

INTERNATIONAL BEACH VOLLEYBALL

- Beach Volleyball Marathon – Bibione, Italy – 2015-2016
 - Won Championships 3v3, took 5th in 2v2 - 2015
 - Won Gold Championships in 4v4, took 9th in 2v2 - 2016
- North, Central America and Caribbean Volleyball Confederation (NORCECA) – 2009 – Mexico
 - Represented the United States at the NORCECA tournament in Tijuana, Mexico
 - Finished 5th
- French Tour – 2009 – Orleans, France
 - Represented the United States and finished 3rd

DOMESTIC BEACH VOLLEYBALL

- Association of Volleyball Professionals (AVP) – 2003-2010, 2015-2016
 - Professional Beach Volleyball
 - Best Finishes include: 17th (Manhattan Beach, CA and Dallas, TX) and 25th (New York)
- Member AVPNext/CBVA-California Beach Volleyball Association – 2003-2018
 - Won multiple Open level events

INDOOR VOLLEYBALL

- Puerto Rico All-Stars Tour – 2005
- United States Professional Volleyball Tryouts – Chicago - 2002
- European Exposure Tour – Germany, Austria, Slovenia, Czech Republic - 2002
- International Sports Exchange – Australia – 1997
- University of California, Riverside – 1996-2000
 - Two-year college captain
 - Set the school's single season record for attack percentage
 - Third most career assists in school's history

PROFESSIONAL MEMBERSHIP

Professional Member Association for Applied Sports Psychology (AASP) – 2020

Professional Member Association for the Advancement of Applied Sports Psychology (AAASP)

North American Society for the Psychology of Sport and Physical Activity (NASPPSA) - 2020

National Strength and Conditioning Association, Certified Strength and Conditioning Specialist (NSCA) – 2006-current

Sports Executive Association Member (SEA)

Phi Kappa Phi Honors Society Graduate Inductee – 2005-current

Golden Key National Honors Society – 2000-current

Gamma Beta Phi Honors Society – 1998-current

Psi Chi, International Honors Society in Psychology – 1998-current

www.linkedin.com/pub/laura-ratto/19/774/618