

LAKIN ROLAND

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BASKETBALL AFFILIATIONS

USA BASKETBALL

Coach, Nations League, U23 3x3 Women

CONSTANTA, ROMANIA/MIAMI, FL

August 2022

- Coached for USA Basketball, Nations League, U23 3x3 Women preliminary rounds in the Dominican Republic and the final in Constanta, Romania.
- Active Participant and advisor in Force 10 3x3 program. A grassroots 3x3 Women's Basketball organization selected as a feeder into the WNBA.
- Ad Hoc program management of high profile 3x3 organization: Drive 3x3. The men's side of premier 3x3 development in the USA.

UNDER ARMOR

Contracted Coach

GLOBAL

April 2022 – Present

- Coach for Under Armor Grassroots camps as needed for both college level and WNBA players.
- August 2022 – Coach for WNBA Rookie of the Year Aliyah Boston camp in St. Thomas Virgin Islands.
- July 2023 – Coach for 2022 WNBA Champion Kelsey Plum camp during WNBA All Star weekend in Las Vegas.

NYC Women's basketball communities: Member of [Buckets and Brunch](#) and [Hoop York City](#), two premier organizations supporting women's basketball

The Post: Founding member of an emerging social club in NYC catering to former professional athletes of all sports

Roannis Basket Feminine (France): Professional Basketball Player 2017-2018

DARTMOUTH COLLEGE

Assistant Coach, Women's Basketball

HANOVER, NH

April 2018-April 2021

- Designed, presented, and executed all aspects of freshman onboarding plan from communications and logistics to completion of our leadership development program in four years.
- Generate event revenue (\$20k+/year) through various camps and programming within our coach's own LLC.
- Spearheaded full cycle recruiting efforts in the Midwest, Mid-Atlantic, and Southern regions utilizing targeted outreach and strategic planning skillset: signed a Wendy's High School Heisman winner, a Miss Basketball Tennessee Finalist, and a 2020 McDonald's All-American nominee.
- Identified target audience of 350+ student athletes and devised digital and in person marketing campaigns that engage, inform, and motivate them.

SWISH HOUSE FITNESS

Head Coach

BROOKLYN, NY

April, 2022- Present

- Strategic Partner to General Manager running Brooklyn location including financial forecasting, operations, business development, communications, marketing, and client relations.
- Coordinate with operators for events with high profile premier brands such as Gatorade (July 2023).
- Responsible for creating and leading basketball-themed group fitness classes for adults 4-6 times a week.
- Trained through Swish House Fit coaching program, SportSafe (USAB) and ACE certified.

CORPORATE EXPERIENCE

BANFF ADVISORS

Director, BanffNext

Deputy Chief of Staff

NEW YORK, NY

October 2022 – Present

August 2021 – October 2022

- Managed key initiatives to address client pain points such as opportunity scorecards, annual reports, due diligence processes, and pricing calculators leading to executive advisory revenue growth from \$725k (2021) to \$1.78m (2022).
- Successfully built and led all programmatic/content development and communication roll-out for career development program catering to emerging leaders on the executive track resulting in 27 participants and \$25k revenue.
- Evaluate and manage key relationships with two of our Private Equity partners, Blackstone and TPG, achieving an annual revenue of ~\$500k/year.
- Drive the sales process including creating a website, marketing collateral, strategic outreach to 150+ prospects and deal negotiation/closure.
- Created impactful collaborations with PE/VC talent leaders and executive search firms to increase brand awareness, revenue opportunities, and drive engagement for 100+ elite C-Suite executives.
- Establish strategic objectives and key results (OKRs), key performance indicators (KPIs) and provide regular reports to the CEO, highlighting areas for improvement and making data forward recommendations to increase product price by 20% and improved top of the funnel conversion rates by 34%.

EDUCATION

DURHAM UNIVERSITY BUSINESS SCHOOL Master of Business Administration

DURHAM, UK
2017-2019

- Recipient of Team Durham Women's Basketball Scholarship.
- Dissertation: A Human Resource Model of Athletic Performance Management: Subscales of Well-Being, Mental Health, and Stigma.

DARTMOUTH COLLEGE Bachelor of Arts in Sociology

HANOVER, NH
2012-2016

- Dartmouth College Legacy Award recipient in recognition of contributions to the Dartmouth community (1 of 24 chosen from 1000+ class).
- Member of the Women's Basketball Team: 2016 First Team All-Ivy, 2014 & 2015 All-Ivy Honorable Mention, 2016 WNBA Combine Invitee. WBCA's So You Wanna Be A Coach Program Invitee (2016).
- Managed all logistics and operations for first year orientation program (56 incoming freshmen and 25 student mentors) including the budget, strategic planning, day to day logistics, and monitoring social media.

SKILLS AND TOOLS

- Strong HubSpot and marketing automation experience. Jira, PostHog, Figma, Confluence, Linear Excel and SQL.
- Email and social media marketing using Adobe, Canva, ARMS (CRM), and Photoshop.