

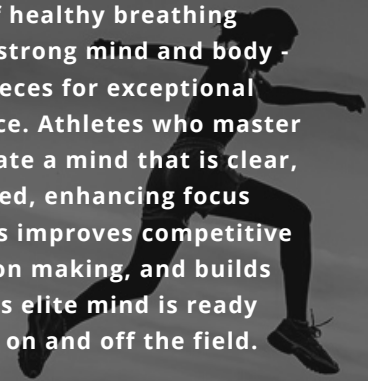


# JOE SOMODI

## MENTAL PERFORMANCE COACH

### PHILOSOPHY

Peak mental performance can be attained through breath mastery. I equip athletes with breath training that strengthens the intelligence of the diaphragm and allows the development of healthy breathing habits that build a strong mind and body - the foundational pieces for exceptional athletic performance. Athletes who master their breathing create a mind that is clear, calm and one-pointed, enhancing focus and awareness. This improves competitive mindset and decision making, and builds self-confidence. This elite mind is ready for challenges both on and off the field.



### MIND-BODY CERTIFICATIONS

- Oxygen Advantage Certified Teacher (completion Feb '23)
- Life Coach, Southwest Institute of Healing Arts
- ParaYoga Level 2 Certified Senior Teacher
- Vishoka Meditation Teacher
- Reiki Level 2

Additional: QPR Suicide Prevention, Safe Sports Trained, QPR Suicide Prevention Train, First AID/CPR

## CAREER HIGHLIGHTS

### MENTAL PERFORMANCE COACH

#### National & Online | Current

- Build and deliver interactive programs that help clients form life-long habits that increase their physical and mental performance
- Work with collegiate athletes with breath training techniques that improves performance and improves mental clarity
- Leads athletic teams in fully customizable Breath Training Boot Camps that improves breath performance through biomechanical, biochemical and cadence techniques
- Individual coaching for the athletes to reduced anxiety, depression, sleep issues, and improve sport and academic performance

### CORPORATE BREATH COACH

#### National | January 2008 - Present

- Designed and deliver *Steady at the Desk* program focused on foundations of breathing and benefits of meditation - program has been successful with dozens of corporate and non-profit clients
- Work with clients to create habit of practice and improve quality of breath and concentration, implementing simple and effective techniques for coping with daily stress, and improve motivation through intentional thinking
- Participants typically have a 75% completion rate and 50% success rate of creating the habit of meditation

### YOGA EDUCATOR

#### National & Online | March 2017 - Present

- 5,000+ hours of classroom teaching experience beginner to advanced students in New York, Michigan, Florida, and Colorado
- 5,000+ hours of private instruction focused on high-end clientele
- Guest lecturer across the United States
- Create and deliver hundreds of workshops and retreats

### GRYFFEN PRODUCTIONS COMPANY | OWNER, PRODUCER & EDITOR

#### New York City | February 1999 - September 2015

- Complete production facility designing custom short-form documentary and promotional videos
- Hired and managed production staff, created budgets, acquired and interfaced with clients
- Notable projects include:
  - HBO Real Sports with Bryant Gumbel co-producer of season 8, episode 10 about the third NFL player to come out of the closet
  - ESPN online co-creator, cameraman and editor of online
  - Actress Bea Arthur Documentary
  - Commercials for clients like Randy Jackson and Sophia Loren Eyewear
- Notable clients: Walmart, Columbia Business School, The College Board, L'Oréal

### EDUCATION

#### Binghamton University

BA in CINEMA and Minor in Sociology, Cum Laude

### GET IN TOUCH

#### JOESOMODI.COM

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