

Catapult Entrepreneur Spotlight

Renee Lopez | RL Academy LLC



Meet Renee:

After her own college athletic career, Renee earned a graduate degree from the University of Florida in Exercise Sport Science and Sport Management. For the next 17 years, Renee went on to coach NCAA Division I, II, III, NAIA, and high school students, served as a director of coaching and NCAA compliance for 13 different sports, was honored with coaching 3 All-Americans, and was named Coach of the Year. She started RL Academy to focus on leadership and sports consulting and currently speaks throughout the country about the college recruitment process, team cohesion, and leadership development.

What is your business? Speaking and consulting on leadership corporate training, creating positive team cultures, and the college recruiting process for prospective student-athletes.

Who are your clients? Business and community leaders, and student-athletes who want to participate in college athletics.

What inspired you to become an entrepreneur? I have always wanted to find ways to use my coaching background to impact others in leadership, building their confidence, and personal development.

Business win? This summer I have a book coming out called "Looking For a Full Ride?" It's an insiders recruiting guide on how to get an athletic scholarship and I'm very excited about it!

What are your short term goals? To educate more high school student-athletes, parents, and coaches about the college recruiting process through seminars and consulting, to continue working on developing leaders and positive team cultures in corporations, churches, and organizations, and to finalize the publication of my book.

Why Lakeland? The city is a great size, has warm weather, and is close to several large cities which expands my business reach.

Favorite things to do here? Walk Lake Hollingsworth, hang out with friends, and participate in activities at Somos Church.

How has Catapult helped you? It allows me to regularly interact with like-minded people.

Secret Sauce? My relationship with the ultimate leader- Jesus Christ!