

Wendy Borlabi

High-Performance Expert, Director of Performance and Mental Health for the Chicago Bulls

Widely respected as an innovator in unlocking high performance in teams and individuals, Dr. Wendy Borlabi possesses expert-level understanding of the mental aspects of peak performance and works alongside the world's top athletes to help them reframe their mindsets to reach their full potential. She is the director of performance and mental health for the Chicago Bulls where her mindset-centered philosophy to mastering your field is embedded in the team's success and prevalent at all levels of the organization and its culture.

Exclusively represented by [Leading Authorities speakers bureau](#), Dr. Borlabi leads a compelling exploration of the parallels of high performance in sports and business and shares adaptable strategies organizations and individuals can implement to execute at a championship level. She breaks down what separates elite performers from super elite performers, empowers audiences to move away from a psyche in which mood is a deciding factor in achievement, and shares mindset-shifting tools and behaviors anyone can apply to address anxiety and mental barriers, make progress toward their goals, and create an environment suited to optimal productivity and innovation on the path to success.

A leading sports psychologist and performance coach plying her trade to maximum impact with the Chicago Bulls, Dr. Borlabi is also an independent consultant with the NBA and is the founder of performance psychology firm Borlabi Consulting, through which she advises organizations in any industry on teamwork, elevating mental toughness, and inspiring unwavering confidence in their teams. Previously, she served as senior sports psychologist for the United States Olympic Committee (USOC), preparing the country's top athletes for dominant performances at two Winter Olympics and one Summer Olympics. Prior to her work with the USOC, Dr. Borlabi was a senior athletic consultant at James Madison University (JMU) and spearheaded the development of the sports psychology department as a division of JMU's athletic department.

Dr. Borlabi regularly shares her insights on mindset and high performance in leading media outlets, including ESPN, CBS Sports, CNN, and *Chicago Sun-Times*. In addition to serving on Under Armour's Human Performance Council and as an advisory board member for Class Acceleration Corp, she teaches undergraduate and graduate courses in sports psychology and sports management at the University of Arizona Global Campus' Forbes Business School. Dr. Borlabi earned her B.S. in psychology from Southwestern Oklahoma State University, followed by an M.S. in kinesiology from Georgia Southern University, and a doctorate in clinical psychology from Argosy University.