



Executive Bio

Luis Monell, Founder



Luis Monell grew up in the housing projects in East New York and used sports as an outlet from the harsh reality of the life he was living. He struggled in school, but baseball is something he excelled at. As a student-athlete in Samuel J. Tilden High School, Monell tried his best to make a better life for him and his family, through baseball. He was named to the Public Schools Athletic League All-City team, which recognized him as a top high school player in New York City. At the same time, Monell found a way to excel in his classes and have the opportunity to become a student-athlete at Division 1, St. John's University.

“If it wasn't for the constant support of coaches and mentors, the likelihood of me finishing high school successfully and playing baseball at the collegiate level, was slim to none.”

As a left-handed pitcher for St. John's Red Storm, Monell proved to be one of the best collegiate pitchers in the country, which led him to be drafted by the Anaheim Angels in the MLB draft. He chose to opt

out of playing professional baseball and began coaching in 2009 at Norman Thomas High School. Serving as an assistant coach, Luis led them to a perfect record and the PSAL Class “A” Championship. He was promoted to head coach in 2012 and voted as the Manhattan High School Coach of the Year by the *NY Post*.

From 2013-2018, Monell served as co-director of the Brooklyn Bulldogs travel baseball program, which is lauded as a top-tier youth baseball program in NYC. In 2019, he was voted as President of the Brooklyn Falcons, a non-profit travel baseball organization, that has quickly become one of the most successful programs in the Northeast. Monell has since retired from his role as President to dedicate more time to the 360 mission. He is also the head varsity baseball coach and Associate Athletic Director at The Berkeley Carroll School.

Now as founder of 360, Luis aims to help kids who grow up like he did and give them the support they need to succeed. “Having the support I had in my youth opened many doors for me that would not have been opened otherwise.” He also wants to bridge the economic gap in youth sports, which has gotten worse with the growth of it. Youth sports is now a billion dollar market and the underserved youth can't keep up with that. “It's exciting that it's grown exponentially, especially here in NYC, but it's created a divide within the underserved youth communities, like where I grew up.”

Monell's life as an underserved youth who succeeded at the high school and collegiate levels makes him an inspiration to the kids that live in the same type of communities that he did. His leadership as a coach and president puts him in a position to use his experience to make 360 the best youth sports program in NYC.