

Anne-Marie Doran

Amella Coaching



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Anne-Marie Doran's status as a high-performance athlete and entrepreneur means that she can more easily identify with those striving to make gains in their commercial or sporting lives.

A former All-Ireland winner with the Wicklow footballers, an international rules camogie player and now a world-class triathlete, Anne-Marie is the founder of Amella Coaching, a workplace wellbeing company offering services in wellbeing and nutrition. Her strength in helping her clients improve their performance, she says, is founded on her unique mix of professional expertise and experience at the highest level of elite sport.

"I have an undergraduate degree in health science, various qualifications in performance and holistic nutrition, a diploma in executive neuroscience testing, and I'm a practitioner in workplace wellbeing psychometric testing. I've qualified for the IRONMAN World Championships and have just returned home from Hamburg where I competed in the Sprint Triathlon World Championships for Ireland. It's helpful that a lot of my clients operate in the same sphere," says Anne-Marie, who runs online and in person workshops and individual coaching from her new home in Naas, Co. Kildare, after a spell based in Carlow town.

Amella provides mentoring services to high-performance athletes and students through its contracts with the LGFA, Lidl, Youth Work Ireland, Forigo, and various universities.

Annie-Marie admits that while these connections have helped the business to grow in ways she did not expect, it was the input from ACORNS that convinced her to separate her youth-based work from her other activities.

"ACORNS helped me realise that I need to split the business so I can target growth. On the wellbeing and nutrition side, I work with individuals and companies of all sizes. That's where I want to be putting my energy," says the finalist of the Carlow Local Enterprise 2022 Entrepreneur of the Year Awards.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
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