

BEST SHIFT HOCKEY & TRAINING



About the Company

Best Shift Hockey & Training is a family-focused hockey company rooted in the belief that every player deserves access to elite training, genuine community, and a deep love of the game. Founded in 2016 by Kelly O'Donnell as a hockey lifestyle clothing and merchandise brand, John Schiavo joined in 2019 and the company expanded to include a world-class training operation. Today, Best Shift operates as a full-scale training facility, pro shop, and lifestyle brand under one roof in Eagan, Minnesota. Kelly and John are also the co-founders of Hockey For Good, a 501(c)3 initiative providing equipment, training, and community growth through the sport of hockey for the next generation.

Training Facility & Programs

Best Shift Training is a unique hockey skills facility built on the belief that skill-specific training is the missing link in almost every player's game. The Eagan facility is composed of a tiled mini rink, NHL-sized nets, a full gym & recovery center, and cutting-edge Marsblade off-ice training skates that simulate on-ice feel and mechanics. On ice training is executed locally in several MN ice arenas. Small group sessions, low coach-to-athlete ratios, and maximum puck touches are the cornerstones of every program.

Offerings include private lessons, small group sessions, seasonal development programs, camps and clinics, team rink rentals, remote on-ice coaching, dryland training, player development mentorship, and online training — serving athletes from youth through junior, college, and professional levels. Best Shift coaches and trains professional hockey players from more than 10 leagues around the world, a testament to the program's elite-level credibility and reach. The team also enjoys hosting, as well as, on-location training with teams and organizations around the world. Learn more and book at bestshiftraining.com or texting 651-627-2952.

John Schiavo — Co-Founder, Head Coach & Co-Owner

John Schiavo is a Long Island, NY-born professional ice and inline hockey player and one of only a handful of athletes in the country to simultaneously compete professionally in both disciplines. His hockey journey began at age 3, and by 15 he was already playing professional inline hockey in New York alongside veteran NHL players. His elite skill earned him invitations to the New York Islanders Rookie Camps in 2015 and 2016, and an AHL camp with the Bridgeport Sound Tigers. His professional ice hockey career spans the ECHL and SPHL, as well as Junior A hockey with the BCHL's Merritt Centennials.

On the inline side, John is a two-time World Champion with Team USA — winning gold at the 2017 IIHF Roller Hockey World Championships and the 2019 World Roller Games in Barcelona, Spain.

In 2022, he competed in the inaugural season of 3ICE on CBS and CBS Sports, recording 17 goals in 19 games, and returned for seasons in 2023 and 2025. John has been named a skills coach for the PWHL Minnesota Frost, and his trick shot and skills content has earned tens of thousands of social media followers worldwide. John opened his first training facility in New York in 2019 before moving Best Shift Training to Eagan, MN in 2021.

IG: [@jschiavo44](https://www.instagram.com/jschiavo44) | TT: [@jschiavo44](https://www.tumblr.com/jschiavo44)

Kelly O'Donnell — Co-Founder & CEO

Kelly O'Donnell co-founded Best Shift Hockey in 2016 with a vision as simple as it was powerful: the hockey community is made up of far more than players. It includes families, coaches, rink employees, and lifelong fans — and every one of them deserves to feel connected to the game they love. That spirit drove Kelly to grow Best Shift from an online boutique into a thriving brick-and-mortar training facility and lifestyle brand. In 2019, she partnered with John Schiavo to launch the training side of the business, bringing together world-class player development and genuine community connection under one roof. Together, Kelly and John are also the co-founders of Hockey For Good, a 501(c)3 dedicated to growing the game and giving the next generation every opportunity to find the same joy in hockey that inspired Best Shift from the very beginning. Kelly also runs her own consulting brand that aims to help women gain independence and freedom through small business ownership while using solo travel as a tool for expediting personal success.

Coaching Staff

Every Best Shift coach brings extensive playing experience at the collegiate or professional level — spanning the NHL, AHL, ECHL, SPHL, KHL, and international European and inline leagues. This depth of real-world experience is central to the Best Shift philosophy: athletes learn differently when coached by people who have truly lived the game.

- Mike Lundin (Head Coach/Co-Owner) — Drafted 102nd overall by the Tampa Bay Lightning (2004 NHL Draft); played in the NHL with Tampa Bay, Minnesota Wild, and Ottawa Senators; international career includes the KHL (Barys Astana), Sweden (Almtuna IS), Switzerland (EHC Biel-Bienne), and Finland (Jokerit); University of Maine; 2003 AP Minnesota Hockey Player of the Year.
- John Schiavo (Head Coach/Co-Owner) — Professional ice and inline hockey; two-time Team USA World Champion; PWHL Frost skills coach.
- Additional coaching staff: Eddie Matsushima (Head Strength & Conditioning), Sam Anzai (Lead Coach/Retail Manager), Burke Simpson (Lead Coach/Hockey Operations Assistant), Jake Parenteau (Director of Operations/Wellness Coach), Eddie Wittchow (Coach, Director of Player Development & Client Retention)

Best Shift Hockey — Lifestyle Brand

The clothing and lifestyle brand that started it all, Best Shift Hockey offers thoughtfully designed apparel and accessories for the entire hockey community — players, parents, and fans alike. Every piece celebrates hockey culture and the people who live it. Shop online at bestshifthockey.com for the full line of BSH merchandise.

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