

HEALTH & FITNESS INDUSTRY LEADER

Team Building & Leadership / Relationship Development / Sales & Product Management

18+ years of experience driving profitability by leveraging proven skills as a leader and team builder, product manager, and revenue generator with a genuine passion for the health and fitness industry.

► HANDS-ON LEADERSHIP

Able to inspire teams, take direction, and align processes with the corporate vision. Skilled in assembling and motivating employees to seize opportunities, overcome challenges, and accomplish company goals.

► REAL-WORLD SALES & PRODUCT MANAGEMENT

Expertise developing and expanding health and fitness businesses through sales, marketing, and exceptional client services. Experience in product management: launched and sold nutritional product directly to NFL, NBA, NCAA, and other teams.

► TRUSTING RELATIONSHIP DEVELOPMENT

Engaging communicator and public speaker (trained up to 65 athletes; presented to 310-member audiences) with a talent for cultivating relationships with people at all operational levels—CEOs, professional athletes, and front-line staff.

Extensive list of professional references includes the following...

John Adams

NFL Wide Receiver for 15 years

Bruce Johnson

MLB Pitcher for 19 years

Stephen Cox

MLB Pitcher for 28 years

Fred Hilton

Former Member of the U.S. Navy & Navy Reserve

Strategic Planning & Execution ▪ Staffing, Training & Team Management

Sales & Growth Planning for Products & Services ▪ Performance Analysis & Improvement

Budgeting, Forecasting & Cost Savings ▪ Dynamic & Persuasive Presentations ▪ Fast & Effective Problem Solving

CAREER HIGHLIGHTS

Target Fitness, LLC, Las Vegas, NV

Managing Director – Health Industry Consultant, Coach & Trainer ▪ 20xx to Present

Pioneered and directed a small, respected practice offering strength coaching, personal training, and other consulting services to athletes and sports teams. Hired and supervised staff, and worked in collaboration with sports organizations to plan and execute customized programs for lacrosse, baseball, football, basketball, and other athletes.

- **Maximized profitability and efficiency** by overseeing all business operations including budgeting, inventory, and supply purchasing; continue to navigate staffing levels for peak and off-peak seasons.
- **Increased sales and boosted client loyalty** by establishing close ties to local sports communities and providing world-class service to every client and team.
- **Educated large groups** (30 to 300+ people) **on sports, health, and fitness topics** including strength training, nutrition, and preventing injuries.

Acme Training Inc., Reno, NV

Director of Operations ▪ 20xx to 20xx

Recruited for 2-year contract position to launch a new fitness organization from the ground up. Cooperated with management and finance teams to set strategy, define policies and procedures, and establish the business infrastructure. Hired and trained the original team. Targeted and developed relationships with entertainment industry partners.

- **Managed start-up operations** to create an efficient, productive, and well-run business and established a robust and scalable infrastructure to prepare the organization for consistent growth.
- **Initiated and developed profitable B2B relationships** that continue to drive revenue today.

JOHN SMITH

HEALTH & FITNESS INDUSTRY LEADER | Page 2

Acme Health Products, Los Angeles, CA

Senior Manager ▪ 20xx to 20xx

Hired by the owner of Fit4Life, a billion-dollar provider of dietary supplements at the time, to create and launch a vitamin-packed protein powder and market the product directly to professional and college sports teams. Recruited and managed cross-functional employees. Supervised manufacturing facilities in Washington and Oklahoma.

- **Provided end-to-end product management for nutritional protein product** not limited to production, quality testing, labeling, marketing, and sales strategy/execution of 25 SKUs. Prepared for upcoming retail launch.
- **Managed start-up operations** and positioned the company for fast-paced goal attainment.
- **Personally met with decision makers from the NFL, NBA, and other sports teams** for rapid sales and market growth.

Independent Health & Fitness Trainer, Los Angeles, CA

Personal Trainer ▪ 20xx to 20xx

Leveraged a reputation as a trusted and proficient strength and fitness trainer—together with business knowledge and an entrepreneurial mindset—to develop a loyal client base in a high-end market. Worked with individual clients and teams to identify needs, create and oversee individualized programs, and offer ongoing coaching and recommendations.

- **Transformed average players and teams into winning teams;** trained Blue Hill High School Cougars Lacrosse team to win the national championship in 20xx.
- **Evaluated performance and provided highly customized programs** to engage, educate, and empower clients, both physically and emotionally.

In prior role, performed business, sales, and personal training functions for Hyatt Honors Club, a newly established gym serving an eclectic mix of clients including fitness enthusiasts, government officials, celebrities, and athletes.

EDUCATION

Bachelor of Arts (BA) in Business and Government

Florida State University, Sarasota, FL

Collegiate All-Conference Soccer Player

Additional Qualifications:

Performance Enhancement Specialist, Functional Fitness Trainer ▪ National Academy of Sports Medicine

Featured as Fitness Expert in Publications such as *Optimal Health Online* and *Karate magazine*.