



## CHRISTOPHER L. BOWMAN

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*Fitness professional with 12+ years of management experience in the hospitality industry and an additional 3+ years of experience as a fitness club General Manager. Knowledgeable and passionate about health and fitness and looking for a challenging leadership position.*

### ***Qualifications***

Proven successful track record as General Manager in the fitness club industry with experience managing all departments including membership sales, personal training sales, personal training, front desk, facility, maintenance, kids club, group fitness, marketing, social media, corporate wellness, hiring, training, recruiting and promoting.

Other skills include:

- Exceptional leadership skills including recruiting, promoting, presenting and training
- Ability to consistently achieve and exceed sales goals
- Ability to constantly improve upon, create and evolve sales processes, strategies and procedures
- Ability to work efficiently under pressure and achieve tight deadlines
- Strong conflict resolution and negotiation skills
- Efficiency in team building and moral
- Strong managerial and organizational skills
- Time management and planning skills
- Excellent verbal and written communication skills
- Knowledge of standard office procedures and computer software
- Extensive understanding of the fitness industry and experience in multiple club models

### ***Experience***

#### **General Manager**

Evans Fitness Club Express

*April 2015 - Present*

Responsibilities included: selecting a team of successful fitness professionals, managing and directing all business operations, personal training, front desk tasks, and facility maintenance. Developed customized daily trackers, report systems and daily closing trainings for membership sales, which led to an increased contract value at point of sale by 30% and an increased club closing rate from 70% to 98%.

*Compensation Structure:* Base, Commission, Bonus Structure on Memberships, PT EFT, Gross, TSP and Unit Volume