

# Professional Summary

Results-driven executive with 17 years of experience in the health and fitness industry, driving business growth through strategic operations and sales leadership. Proven track record of ascending through the ranks from sales to managing director, with a strong focus on operational excellence and team development.

## Professional Experience

### Managing Director - Health & Fitness Division

Inazuma.co | 2020 - Present

### Business Development Manager

FitCorp International | 2018 - 2020

#### **Key Achievements:**

- Increased new business acquisitions by 35% through targeted market analysis and strategic partnerships.
- Developed and implemented a sales training program, resulting in a 25% increase in sales team performance.

#### **Responsibilities:**

- Identified and pursued new business opportunities.
- Managed key client relationships.

### Regional Manager

Wellness Inc. | 2015 - 2018

#### **Key Achievements:**

- Successfully managed a team of 10 general managers, achieving a 20% increase in regional sales.
- Implemented operational efficiencies, reducing costs by 15% across the region.

#### **Responsibilities:**

- Regional sales strategy and team management.
- Operational oversight of multiple locations.

### General Manager

Fitness Frenzy | 2012 - 2015

### **Key Achievements:**

- Increased location sales by 30% through effective sales leadership and customer service initiatives.
- Improved employee retention by 40% through targeted training and development programs.

### **Responsibilities:**

- Location sales and operational management.
- Team leadership and development.

## **Sales Manager**

FitZone | 2009 - 2012

### **Key Achievements:**

- Consistently exceeded monthly sales targets, earning 'Sales Manager of the Year' in 2011.
- Developed and executed sales strategies, resulting in a 25% increase in team sales performance.

### **Responsibilities:**

- Sales team management and development.
- Sales strategy and target achievement.

## **Sales Representative**

GymWorld | 2005 - 2009

### **Key Achievements:**

- Consistently met or exceeded monthly sales targets, earning 'Rookie of the Year' in 2006.
- Built strong client relationships, resulting in a high customer retention rate.

### **Responsibilities:**

- Sales and customer service.
- Client relationship building.

## **Education**

### **Bachelor of Science in Business Administration**

University of Michigan | 2005

## **Technical Skills**

**Business Operations:**

- Strategic Planning
- Operational Management
- Team Leadership

**Sales & Marketing:**

- Sales Strategy Development
- Team Sales Management
- Customer Relationship Management

**Health & Fitness:**

- Fitness Program Development
- Wellness Initiatives
- Training and Development