

# Taylor Foster

## General Manager

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### MY ROAD TO GENERAL MANAGER

My initial plan was to graduate from the NY Medical College and pursue a career as a personal trainer. Working out has been my biggest passion since my teenage years and I figured that this is a great way to stay fit, help others and earn a stable income. As the years passed, I got more interested in the business side of gyms and decided to try and get myself a position in management.

### EDUCATION

#### Master of Business Administration

New York University

2006 - 2008 New York City, NY GPA 3.8 / 4.0

#### B.S. Exercise Physiology

New York Medical College

2004 - 2006 New York City, NY GPA 4.0 / 4.0

### EXPERIENCE

#### General Manager

Planet Fitness 2013 - Ongoing New York City, NY

With its 2,039 clubs, Planet Fitness is one of the largest fitness club franchises in the world. There are locations across the US as well as in other countries such as Canada and Mexico. We are reported to be the nation's fastest growing fitness center franchise.

- Managing over 5000 employees
- Discovered and corrected errors in accounting software that were causing a false \$30,000 loss on inventory reports
- Exceeded growth targets across 10 new locations by 30%
- Decreased the company's attrition by 33% by listening to our employee's needs

#### Assistant General Manager

24 Hour Fitness 2010 - 2013 New York City, NY

Managed 1 location in New York City

- Screened, hired, and trained 20+ FOH employees and created schedules
- Led and motivated 15+ staff on a daily basis resulting in satisfied customers and a 15% increase in business
- Co-engineered the 28-day Step Up Program in collaboration with the University of Pennsylvania's Behavior Change for Good Initiative
- The program attracted over 200K new members and increased revenue by 20% to \$1.44B in 2017

#### Personal Trainer

24 Hour Fitness 2008 - 2010 New York City, NY

24-Hour Fitness is one of the most popular average-cost gyms in the US, operating 420 clubs in only 13 states with 4 million active clients.

- Administered client health history questionnaires and interpreted physical assessment data, nutritional counseling, personal program design and implementation for over 500 members
- Increased personal training 56% in first year and 3-7% in subsequent year over year

### ACHIEVEMENTS

**Discovered and fixed a false \$30K loss**  
On inventory reports in Planet Fitness' accounting software.

**Increased revenue by 20%**  
To \$1.44B in 2017 at 24 Hour Fitness.

**10x Best Employee of the Month**  
At 24 Hour Fitness when I was working as a Personal Training. Customers would always give me 5-star reviews for being patient, delicate and supportive with them.

### SKILLS

FOH & BOH Management	HR	PR
Employee Training	QuikBooks	
Payroll Management	Gusto	
Cash Flow Management		
Customer Service		

### CERTIFICATION

**Certified Manager**  
Institute of Certified Professional Managers, 2015

**First Aid**  
Trained in CPR, AED and First Aid yearly by the Red Cross since 2010

**Advanced Personal Training Certification**  
Certified American Fitness Professionals & Associates and renewed every two years since 2010

### TRAINING / COURSES

**Fundamentals of Project Management**  
Project Management Institute, 2018 - Grade A

**Leadership**  
Harvard via edX, 2016 - Grade A