

LAURIE FISH

Portland, OR 97206 · 503-754-4378 · iamlauriefish@gmail.com · www.linkedin.com/in/lauriefish-53811320/

I am an inspirational leader with a proven track record of creating cohesive, high-performing teams committed to achieving organizational missions. I have the skills and first-hand experience necessary to successfully build and expand businesses to address the unmet needs of a market or community. I enjoy the creative thinking and execution required to build and sustain a thriving business.

CORE PROFICIENCIES

- *Entrepreneurial Vision*
- *Strategic Planning*
- *Program Design & Development*
- *Training and Education*
- *Team Building and Personnel Management*
- *Client Relations*
- *Profit and Loss Accountability*
- *New and Existing Sales*

PROFESSIONAL EXPERIENCE

CROSSFIT PE, Portland, OR 2008 – 2023
CEO, Owner & Founder

Built, owned, and operated a successful brick-and-mortar fitness organization and brand from the ground-up. Designed initiatives and programming to support clients' performance objectives and individual goals, constantly adjusting to meet the interest of the consumer. After fifteen years of ownership and management, oversaw transition of business to new ownership allowing me to focus on developing new skills and abilities to meet my personal interest.

- Responsible for general management, program design, and head coaching for organization with more than 140 members offering more than 30 weekly fitness classes in addition to customized nutrition programs, personal training and remote training platforms.
- Managed all client relations, private training and membership programs including but not limited to membership sales and renewals, all external marketing and financing packages to secure membership.
- Created and developed organizational mission, vision, and values to align staff and generate enthusiasm, motivation and adherence of membership.
- Established hiring protocol, performance evaluation program, and incentive programs for all employees.
- As sole proprietor of the business, responsible for profit and loss of the company.

ALLSTAR FITNESS, Portland, OR 2008 – 2010
Personal Trainer & Yoga Instructor

RIVERPLACE ATHLETIC CLUB, Portland, OR 2006 – 2008
Personal Training & Yoga Instructor

WESTIN RESORT, St. John, USVI 2003 – 2006
Massage Therapist

ELITE TRAINING AND WELLNESS, Minneapolis, MN 2000 – 2003
CEO, Owner & Founder

EDUCATION & CERTIFICATIONS

ST. CLOUD STATE UNIVERSITY, St. Cloud, MN 2002
Bachelor of Arts in Sport Science, with an emphasis in Sport Management

YOGA CERTIFICATION 2002

MINNEAPOLIS SCHOOL OF MASSAGE, Minneapolis, MN 2000
Massage Therapy Certification

