

BILL LAMANTO

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~ HEALTH & FITNESS EXECUTIVE ~

~ *Executive-level experience in Sales, Service, and Operations within the health and fitness industry* ~

Proven experience developing top performing regional sales and operational organizations within dynamic health club industry. Capable of driving revenue and bottom line profit improvements as evidenced by successful track record at major, national fitness corporation. Passionate, entrepreneurial fitness professional with sound employee recruiting and development, P&L management, and Executive leadership capabilities. Consistently deliver against aggressive service and profit expectations through reduction of costs and improved member service levels. Highly skilled in dealing within challenging, competitive environments.

Operational Excellence
Member Retention
Strategic Planning

Sales Management
Budget Management
Expense Control

Program Development
Multi-Level Communication
Revenue Growth

CAREER HIGHLIGHTS

- ✓ **Progressively grew with leading fitness organization gaining numerous promotions** based on significant contributions in sales, multi-site leadership, operations, and profitability.
- ✓ **Consistently identified areas of operational improvement** through hands-on approach to management of over 250 clubs and keeping hand on the pulse of front line operations.
- ✓ **Effectively operated 5 different health club brands** including Fitness Plus, Chicago Sports Clubs, Pinnacle Fitness, and Sports Clubs of Canada.

PROFESSIONAL EXPERIENCE

FITNESS PLUS | 1991 – PRESENT

Pioneer in the health and fitness industry with over 300 locations and 3 million members worldwide during peak times.

NATIONAL VICE PRESIDENT OF CLUBS, CHICAGO, ILLINOIS (2011 TO PRESENT)

Held full accountability for all aspects of sales and operations for **250+** fitness clubs nationally prior to sale of multiple facilities. Instrumental in developing ongoing strategies to drive sales growth, member retention, and operational excellence. Guide 7 direct reports and 15 indirect supervisors in daily execution of activities relating to membership sales, customer service, operations, and personal training efforts.

- ◆ **Attained 100% of EBITDA (\$20M), Labor (\$50M), and Variable Costs (\$25M) budgets** due to exceptional oversight on staffing, budget management, and expense management.
- ◆ **Achieved 95% in key metrics** of Total Revenue (\$500M) and Club Operating Profit (\$100M) despite challenging business climate as company was in process of selling off significant assets and facilities.
- ◆ **Coordinated all revenue generating activities** involving new member sales, renewal revenue, personal training, retail, and ancillary revenue through direct supervision of 5 Regional Sales Leaders, 2 Regional Fitness Leaders, and National Vice President of Operations.
- ◆ **Increased region's closing rate by 10%** by spearheading simplified membership pricing model.
- ◆ **Generated \$3M of incremental revenue** through joint business ventures and corporate sales.
- ◆ **Co-created National Sales and PT compensation plans;** resulted in 10% increase in PT revenue and improved transparency of compensation plan for field sales personnel.
- ◆ **Successfully opened 3 new "Champion" locations** in New York, Denver, and Baltimore; achieved new member, personal training, and expense targets during pre-sale and initial 90 days of operation.
- ◆ **Developed and executed national semi-annual sales contests** that produced 12% lift in sales.

EAST DIVISIONAL VICE PRESIDENT, CHICAGO, ILLINOIS (2010 TO 2011)

Promoted to operate **170** health clubs throughout expansive territory including facilities in key markets of New York, Chicago, Miami, Washinton D.C., Baltimore, and Philadelphia representing **66%** of company's overall revenue and profits. Met or exceeded all key performance metrics including Total Revenue, EBITDA, Labor, and Variable Costs budgets.

- ◆ **Maintained exceptionally high employee retention rate (96%)** versus company average (72%) during time of uncertainty for employees; engaged employees through active participation in team building efforts driving employee morale.

EAST ZONE VICE PRESIDENT, NEW YORK, NEW YORK (2008 TO 2010)

Drove sales, personal training, and profitability efforts for **110** club locations. Developed strategic sales directives, managed critical budget elements, and provided guidance to Regional Leaders. Created service driven culture that generated 96% member retention and enhanced the overall member experience.

- ◆ **Ranked as #1 Zone for 3 consecutive years** in Sales, Personal Training, and Profitability Dollars to Budget while managing one of the most challenging markets in the company.
- ◆ **Increased sales performance by 10%** versus prior Zone Leadership.
- ◆ **Positioned Region as #1 Zone** in Management Employee Retention.
- ◆ **Monitored club level operational key metrics leading to top performing zone** within company in Labor Management, Utilities, and National Maintenance Inspections; ran 3% under budget in Labor and \$1M under budget for Utilities due to innovative temperature compliance program.

SENIOR REGIONAL VICE PRESIDENT, CHICAGO, ILLINOIS (2000 TO 2008)

Oversaw **80** clubs in Illinois, Wisconsin, Missouri, Pennsylvania, Indiana, and Ohio. Supervised team of 10 direct and 18 indirect reports in the execution of sales, service, and operational functions. Actively communicated and deployed strategic goals and initiatives to field personnel. Developed tactical relationships at multiple levels of the organization setting the tone for regional success.

- ◆ **Consistently ranked as top region** from 2001 to 2008.
- ◆ **Implemented martial arts program (TMA) in Chicago** and grew it to 6 additional states; converted unprofitable club space into \$1M profit center with ability to attract new market segments and drive retail sales of program equipment.

EARLY FITNESS PLUS CAREER

SENIOR AREA DIRECTOR, HARTFORD, CONNECTICUT (1996 TO 2000)

AREA DIRECTOR, ROCHESTER, NEW YORK (1995 TO 1996)

AREA SUPERVISOR, ROCHESTER, NEW YORK (1993 TO 1995)

GENERAL MANAGER, VARIOUS LOCATIONS (1991 TO 1993)

EDUCATION & PROFESSIONAL AFFILIATIONS

UNIVERSITY OF CONNECTICUT | STORRS, CT

Bachelor of Science in Physical Education

~ Fitness Plus Groups & Affiliations ~

President's Advisory Board | Compensation Committee | National Sales Contest Director
Benefits Committee | 4-Wall Management Trainer | New Club Opening Committee
Budget Committee | Senior Management Team Member | Field Liaison to CEO