

JACK CONRAD

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TOP PERFORMING GENERAL MANAGER

Over eight years of experience managing regional fitness club operations, developing national sales leaders, and growing teams, which produced impressive revenue growth, high membership sales, and exceptional customer service levels. Consistently managed, trained, and developed top management and staff to exceed monthly production goals and ensure compliance. Appointed to launch new corporate facilities and managed an underperforming region, which surpassed performance expectations. Effective organizational leadership and marketing strategies produced record-breaking sales and top locations throughout the East Coast and Midwest during corporate tenure. Recognized for creating strong collaborative partnerships with C-level executives by launching new facilities and overseeing several successful mergers and acquisitions. Technical skills include proficiency with Microsoft Office, CSI Spectrum, GymSales, ABC Financial, InTouch Club Manager, Nexus, and Kronos software.

PROFESSIONAL EXPERIENCE

TWO SONS CONSTRUCTION, LLC | Moyock, NC

09/23 – Present

DIRECTOR OF PROJECTS

- Directed \$5 million of residential construction and remodeling projects for regional clients and government agencies, including ReBuildNC.
- Collaborated with the owner to oversee project planning, permitting, estimating, and budgeting.
- Reviewed RFPs and secured contracts with state and county agencies to rebuild homes throughout North Carolina.
- Hired, managed, and scheduled subcontractors to perform quality work and meet specifications, timelines, and budgets.

CHIEFS FIT | Kansas City, MO

02/22 – 09/23

GENERAL MANAGER – COUNTRY CLUB PLAZA AND OVERLAND PARK FACILITIES

- Partnered with the Kansas City Chiefs to launch a new fitness location on the County Club Plaza and secured contracts with six large corporations, which dramatically grew regional sales.
- Oversaw and trained 150 staff to provide elite personal training and group fitness lessons, market professional fitness programs, and secure new members.
- Created standard operating procedures for the entire market to drive growth and provide seamless operations that aligned with the corporate health and wellness vision.
- Developed the budget, implemented cost controls, and conducted forecasting to drive YOY growth.
- Played a key role in creating effective relationships with Kansas City Chiefs executives, the President, and Financial Officer to conduct planning and implement various initiatives.

KEY ACHIEVEMENTS

- Directed operations for two fitness facilities and secured over 1,750 members. Executive leadership and contract negotiations generated over \$1.3 million a year for the state-of-the-art clubs.
- Managed the General Manager and staff at the Overland Park facility and led weekly sales training and team activities. Leadership increased retention rates and employee/member satisfaction levels.

- Presented sales and personal training awards to top performing staff, which increased morale and the corporate culture.
- Collaborated with company executives to implement training and development of five NFL franchise gyms and led companywide sales training. Efforts increased new business, contract value, and member retention rates.

ONELIFE FITNESS | Kansas City, MO**08/15 - 02/22****GENERAL MANAGER – KANSAS CITY POWER & LIGHT DISTRICT | 10/20 - 02/22**

- Appointed to revamp the Kansas City Power & Light District facility, develop operations plans for four additional clubs, and establish goals to drive sales that impacted individual and corporate memberships.
- Directed daily operations; developed and managed the annual budget; and created innovative digital, social media, grass roots, business-to-business, and corporate marketing programs that impacted sales and event participation.
- Interviewed, hired, evaluated, and motivated management and personnel to achieve district and corporate goals.
- Managed and trained 65 staff including the assistant general manager, fitness director, sales manager, membership managers, personal trainers, group fitness trainers, and front line staff.

KEY ACHIEVEMENTS

- Contributed to successful mergers and acquisitions by growing the Ballpark Village and Kansas City Power & Light clubs.
- Collaborated with regional executives to produce national corporate curriculum and conducted staff training programs that focused on operations development, sales, and customer service.
- Drove revenues 23% in 2021 and dramatically increased net membership sales despite the COVID-19 pandemic by improving the club culture and producing high staff and member retention levels.
- Led sales in the Midwest region by cultivating and growing corporate wellness programs with major companies including DSI, Sporting KC, and The Cordish Companies.
- Produced a 40% referral rate for providing a positive client experience and outstanding fitness training.
- Received impressive Medallia scores: 8.8 staff friendliness and 8.9 cleanliness ratings.
- Developed and managed the Assistant Fitness Director to produce top national sales and receive the Onelife Fitness Award in 2021.
- Worked directly with Health Department leaders to ensure COVID-19 policies were implemented and upheld. Results: Zero traced COVID-19 cases or health department violations.
- Created social media pages and gained 2,750 Instagram followers, which secured and expanded members.
- Obtained high attendance levels by planning, managing, and marketing over 20 monthly events including new class launches, happy hours, group fitness, and member appreciation events.

ONELIFE FITNESS | St. Louis, MO**GENERAL MANAGER – BALLPARK VILLAGE | 09/19 - 10/20**

- Appointed to expand Onelife Fitness into the Midwest region and create a thriving new market.
- Launched the facility by creating brand awareness, developing business partnerships, establishing the club with market leaders, implementing marketing strategies, and recruiting and hiring staff.
- Collaborated with the General Contractor to oversee the construction of the \$4 million club.

- Planned and managed the grand opening of the Ballpark Village location in 2020.
- Produced and promoted the grand opening event which included celebrity appearances, entertainment, media coverage, and new member enrollment.
- Managed and trained 40 staff to drive revenues and achieve client fitness goals.

KEY ACHIEVEMENTS

- Secured top talent by recruiting, interviewing, and hiring at regional recruitment events.
- Produced, evaluated, and implemented effective business development strategies utilized corporate wide for club openings and expansions.
- Approached by the city and county to create an operations plan to safely reopen the entire St. Louis market in 2021, comprised of small businesses, mid-sized companies, and corporations.

ONELIFE FITNESS | Rockville, MD**ASSISTANT GENERAL MANAGER – ROCKVILLE | 11/18 - 09/19**

- Selected to open the new facility and produced one of the largest clubs in the United States by developing effective sales and marketing strategies and achieving high member retention rates.
- Oversaw daily operations and managed the sales budget.

KEY ACHIEVEMENTS

- Opened the club by producing \$114,000 in pre-sale membership income.
- Increased revenues 69%, generating \$193,000 within eight months.
- Created team culture initiatives and produced operations models that increased employee retention and satisfaction levels.

ONELIFE FITNESS | Hagerstown, MD**GENERAL MANAGER – HAGERSTOWN VALLEY MALL | 01/18 - 11/18**

- Acquired a new club, evaluated employees, and restructured and hired top performing staff.
- Analyzed and implemented new operations and sales procedures to achieve goal surpassing results.

KEY ACHIEVEMENTS

- Grew revenues 66% and generated \$144,000 in pre-sale and acquisition income.
- Trained and coached an Assistant General Manager and Member Consultant to produce first and second place in national sales production.
- Wrote and obtained a copyright of a new facility operations guide that included effective practices to launch a new facility, pre-market sales, daily marketing strategies, staffing, personnel development, and training.

EDUCATION AND TRAINING

Criminal Justice Curriculum (56 hours) | Frederick Community College | Frederick, MD | GPA: 3.8
Operations Management, Human Resources, Recruiting, Staff Development, Sales Development, and
Customer Service Training (Over 90 hours) | Onelife Fitness