

# TAMER EL-GUINDY

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## CAREER HIGHLIGHTS

- For both startups and large companies, I have designed, developed and successfully driven all aspects of corporate operations, worldwide expansions and top-level organizational logistics.
- Utilizing the latest cutting-edge technologies, I have created and executed key business initiatives and strategies, improving the operational effectiveness across entire organizations.
- In companies seeking to dominate their marketplace, I have generated record-breaking sales, profits and margins, dramatically increasing shareholder value. I have driven award-winning performance through innovative virtual and mobile marketing and advertising strategies, utilizing a wide range of E-commerce and other emerging technologies to promote brand awareness.
- I am a proven, creative leader who designs corporate strategies that consistently exceed business expectations. Having worked with several prestigious international corporations, I have built strategic partnerships that generate new revenues, enhance customer satisfaction, and improve the company's market share.
- As an effective communicator and motivator, I draw out the best at all levels of an organization. Teams I have recruited and trained excel at achieving the highest goals against tight deadlines. I approach every person and opportunity with a deep commitment to the highest ethical standards.

## PROFESSIONAL EXPERIENCE

### **Director of International Franchising Sales and Operation—Gold's Gym (2012 to present)**

Responsible for the operation, support, and development of over 275 locations in 30 international countries. Overseeing the expansion into new territories as well as marketing entry strategies. Manage accounting and financial statements as well as reconciliation issues. Audit of all aspects of sales and operation. Achieved franchise sales of 50% over yearly budget.

### **Chairman of Southern California—National Physique Committee, NPC (2005 to present)**

The largest amateur bodybuilding organization in the United States. Competitions from local to national are sanctioned by the NPC. The International Federation of Bodybuilding Professional Organization (IFBB) recognizes the NPC as its amateur extension for the United States.

**President- Musclecontest Productions-** (2005 to present) The largest Fitness production company in the world with 21 Fitness shows including the USA's Championships. Manage all aspects of operation and finance. Designed and launched sales and marketing activities, driving revenues and growth. Increase organization EBITDA return every year in the past 7 years.

**International Business Consultant—Gold’s Gym (2011 to 2012)**

Managed all facets of operations as related to the Gold’s Gym International Franchising activities. Supported existing franchises through training, systems, and standard of operations. Managed compliance issues related to the Master Franchise. Monitored accounting and reconciliation issues related to the international Master. Supported the expansion of the brand internationally.

**Regional Field Manager, Western U.S.—Gold’s Gym (2009 to 2011)**

Managed over 85 franchises in the western region of the United States. Supported operations of domestic franchises in the territory by exchanging best practices with ownership groups and providing training and implementation of systems. Enforced trademark infringement and compliance issues. Responsible for training for Gold’s Gym University and Gold’s Gym Management Institute.

**Gold’s Gym Rancho Santa Margarita—Owner/Managing Partner (2006 to 2009)**

Managed all aspects of the operation, lead negotiations, and managed financial statements. Doubled the EFT of the gym in less than two years and increased EBITDA of the company significantly. Implemented field operations, trained sales staff in unique client-centric strategy, and increased revenue by 40% within six months. Designed and launched sales and marketing activities responsible for driving revenues and growth.

**International and Domestic Consultant, SWAT Team—Gold’s Gym (2005 to 2006)** Provided consulting and support to domestic and international franchises. Deployed to assist franchises and corporate clubs that were struggling. Record on Revenue sales, Personal Training Sales and Revenue for the corporate clubs.

**District Sales Manager of Sales and Marketing—Gold’s Gym, Inc. (2001 to 2005)**

Responsible for nine Gold’s Gym locations in the Northwest and served as consultant to two additional Gold’s Gym locations in Oregon. Leader in the launch of three new locations. Integrated operations, marketing and strategic trend analysis leading to 200% growth. Managed the professional development of 60 sales representatives, and over fifteen sales and fitness managers in the company with 460 employees. Held full P&L responsibility. Awarded District Manager of the Year.

**General Manager—Gold’s Gym, Inc. (1999 to 2001)**

Hired and trained sales and marketing staff. Oversaw marketing department operations. Presold and opened five new stores. Played key role in the acquisition of five World Gym locations by Gold’s Gym. Established price-points and designed location specific marketing strategies, driving 30% revenue increases year-over-year.

**Personal Training Manager & Assistant General Manager—Gold’s Gym Seattle (1996 to 1999)**

Managed the personal training department with 25 trainers and assisted the General Manager on all facets of operation. Department was responsible for a total revenue that exceed \$1 million yearly. Collaborated with local management, designed unique, creative sales and marketing strategy focused on customer service, enhancing fitness product knowledge with meal planning,

nutrition and supplementation. Implemented field operations, trained sales staff in unique client-centric strategy, and increased revenue.

## **EDUCATION**

**Master of Business Administration (MBA)—Chapman University System**  
Concentration in Organizational Leadership

**Bachelor of Business Administration (BBA)—Chapman University System**  
Concentration in International Business and Accounting

**Associate of Arts (AA)—Shoreline Community College**  
General Sciences

**NASP, ACE, ISSA Certifications—Certified Personal Trainer**

## **SKILLS**

- Effective communication skills within all levels of the organization.
- Track record of developing innovative approaches and ideas to the franchising process.
- Proven ability to gather and analyze information and skillfully implement into business practices.
- Effective problem solver and decision maker.
- Recognized for ability to manage and motivate all levels of management and department individuals in order to achieve group goals.
- Fluent Languages: English, Portuguese, conversational Spanish.
- Computer skills: Microsoft Office (Word, Excel, Outlook, PowerPoint, and Access)

## **ACCOLADES & ACHIEVEMENTS IN FITNESS**

- Gold's Gym Franchise Person of the Year, 2015
- Record Sales of Membership: Personal Training and Gross Revenue, Gold's Gym Ballston, 2005
- Chairman of Southern California for the National Physique Committee (NPC)
- Professional Fitness Judge, NPC/IFBB
- IFBB Professional Athlete
- Mr. USA Champion, 2011—NPC USA Championships
- Mr. USA Champion, 2009—NPC USA Championships
- Featured articles in the most prominent Fitness Magazines in the world: Muscle & Fitness, Muscular Development, Men's Health, FLEX, Shape.
- Consulting Expert for Muscle & Fitness and FLEX Magazines
- International TV and Radio interviews to discuss the benefits of Health and Fitness.
- Top 5 in the NPC USA Championships from 2005 to 2009.
- 1<sup>st</sup> Place Evergreen State—Light Heavy, 2004
- 1<sup>st</sup> Place Northeast Championship—Light Heavy, 2004
- 1<sup>st</sup> Place Washington State Championship—Light Heavy, 2003

