

ROBERT (BOB) J. FORMAN, M.S.

4651 Glasgow Ct, Gastonia, NC 28056 (336) 509-4610(c) bforman5@aol.com

SUMMARY

Over thirty-five years experience in managing fitness centers and wellness programs for private country clubs, hospital systems, major corporations and communities. Proficient in:

Unsurpassed Customer Service
Wellness/Fitness Programming
Facility Design/Management
Retention/Recruitment Strategies

Strategic Planning
Vendor Relations
Public Speaking
Financial Management

Marketing Strategies
Personnel Management
Golf Fitness Training
Exercise Program Design/Progression

PROFESSIONAL EXPERIENCE

CAROMONT HEALTH

Fitness Manager, Gastonia, NC

2017 - 2019

Managed the day-to-day operation of the 6,000sf medical fitness center.

- Coordinated all aspects of the Center including staff procurement and training, programming, budgeting, strategic planning, marketing, equipment and facility maintenance and program metrics.
- Integrated the medical fitness center with the physician groups through the Exercise is Medicine campaign.
- Enhanced utilization by expanding program options such as wellness workshops, community outreach, a Golf Fitness Academy, low back classes and an osteoporosis exercise component.
- Coordinated and conducted personal training and group exercise instruction.

CONGRESSIONAL COUNTRY CLUB

Director of Fitness and Well-Being, Bethesda, MD

2015-2017

Provided complete oversight to the Club's Fitness Center and wellness programming.

- Managed the operation, programming and personnel of the 8,000sf Center.
- Coordinated and conducted personal training and group exercise class instruction.
- Expanded programming in a controlled growth approach to meet the needs of all Club Members. Some wellness initiatives included low back classes, Tai-Chi, a Teen Fitness Certification, wellness workshops, Golf and Tennis Fitness Clinics, a weekly Fitness Flyer email, a Silver Exercise Class, the Saturday Morning Stretch, LTAD, functional movement and fitness assessments.
- Worked closely and collaborated with other departments within the Club such as Tennis, Bowling, Aquatics and Beverage and Dining.

CLUB SPA AND FITNESS ASSOCIATION

Member of the Board of Directors

2016-2017

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL SCHOOL OF MEDICINE

Exercise Physiologist, Chapel Hill, NC

2015

Member of the grant funded Better Back Care team that researched better treatment options for acute low back injury in the Medicaid/Medicare population.

- Met with patient referrals and provided the exercise intervention to treat and prevent the reoccurrence of low back pain and discomfort.

HIGH POINT REGIONAL HEALTH

Manager, High Point, NC

2003 - 2014

Designed, implemented and managed wellness programming and fitness centers for hospital employees, families and the communities of High Point and Kernersville, NC.

- Managed the operation and programming of two fitness centers. Combined, I managed a staff of 40 professionals, a budget of \$1.8 million, and a membership of just over 5,000. The center in HP was one of the first in the country to become certified by the Medical Fitness Association and was also awarded a Distinguished Achievement Award for exceptional customer service. Submitted monthly management reports, which kept all stakeholders informed about utilization, program accomplishments and upcoming events. Developed annual strategic plan and operating budgets.
- Conducted fitness assessments, provided one-on-one exercise orientations and training, created wellness challenges, provided wellness coaching through daily interaction, taught low back care classes.
- Created and coordinated a community-wide disease prevention campaign titled *Get Healthy High Point*. Offered resources such as educational workshops, a weekly fit tip, healthy cooking demos, and more to help participants better manage their health. Maintained social media sites and tracked program metrics.
- Coordinated a monthly wellness education series, which maintained a 98% survey satisfaction rate. Brought in experts-in-their-fields to talk about a variety of health and wellness topics.
- Enhanced program exposure by providing community outreach and education via newspaper and magazine articles, television spots, social media, and workshops with very relevant wellness topics such as *The Anatomy of a Sitter, Low Back Care, Exercise and Weight Loss, and Aging Gracefully*.
- Supported the Exercise is Medicine philosophy and implemented a physician referral program that maintained a 74% retention rate.
- Implemented and chaired the Advisory Board Committee, comprised of members, staff and physicians. Facilitated quarterly meetings to report on and solicit input regarding the operation of the wellness center and programs.
- Directed Heart Strides, cardiac and pulmonary rehabilitation programs, from 12/03 to 12/13.

ALAMANCE REGIONAL MEDICAL CENTER

Program Manager, Lifestyle Center, Burlington, North Carolina

2002 - 2003

Managed community wellness programs dedicated to prevention, health promotion and disease management under the hospital's Lifestyle Center umbrella.

- Directed the cardiac and pulmonary rehabilitation programs.
- Supervised the diabetes and occupational/employee health departments.
- Developed, implemented and participated in community-based wellness programming, helping local businesses and a University organize their health promotion campaigns.
- Designed and supervised a hospital-wide employee wellness program.

CROMPTON CORPORATION WORLD HEADQUARTERS, Greenwich, CT

1997 - 2002

KRAFT FOODS CORPORATION (a div. of Philip Morris), White Plains, NY

1986 - 1997

Wellness and Fitness Director

- Provided comprehensive, health promotion programs to employees, retirees and families; developed and managed all wellness programming and services, staff, budget, metrics, and member utilization.
- Managed operation of respective on-site fitness centers. Conducted fitness assessments, personal training, and taught group exercise classes
- Created and coordinated WELL U, an innovative worksite wellness campaign, for all employee levels while at Crompton. Collaborated with Human Resources and insurance providers to identify areas of greatest need for the organization. Monitored employee engagement, supervised budget and tracked incentives. Achieved a 65% employee engagement rate.
- Created and coordinated fun, innovative wellness challenges to promote participation and retention.
- Created ACT-Y-LIFE (ACTivate Your LIFEstyle) program which offered a menu of diverse recreational and daily activities for people to become engaged in healthy, active lifestyles.

PROFESSIONAL RECOGNITIONS

- One of the first medical fitness centers in the country to achieve certification by the Medical Fitness Association (High Point Regional)

- Distinguished Achievement Award – MFA (High Point Regional)
- Business & Industry Award - Association for Worksite Health Promotion (Crompton Corp.)
- Nova7Award - Fitness Management Magazine for the ACT-Y-LIFE program (Kraft Foods)

EDUCATION/CERTIFICATIONS

Southern Connecticut State University - New Haven, CT
Master of Science in Exercise Physiology

State University of New York, College at Cortland - Cortland, NY
Bachelor of Science in Physical Education

Certified Personal Trainer – ACSM
Exercise is Medicine Credential - ACSM
Certified Golf Fitness Instructor – Titleist Performance Institute
Certified in Applied Functional Science – Gray Institute
CPR/AED