

BRYANT WILSON

bryantw2015@gmail.com (704) 315-8402

Director of Fitness, Wellness, and Aquatics

A leader in the industry with a proven track record of developing comprehensive fitness, wellness, and aquatic programming for multi-generational upscale country clubs. Passionate and committed in achieving high membership satisfaction and outstanding customer service.

Key Skills

Fitness - Wellness Programming - Team Leadership - Budgeting - Event Planning – Personal Training - Program Development and Execution – Aquatics – Spa - Group Exercise Class Management – Outstanding Customer Service - Staff Development

PROFESSIONAL HISTORY

Cherokee Town and Country Club, Atlanta, GA www.cherokeetcc.org 2016 to 2017

Chartered in 1956, Cherokee Town and Country Club is recognized as one of America's premier private clubs. The club has two locations: the Town Club, which occupies the famed Grant Estate on West Paces Ferry Road in Buckhead and the Country Club, which is located in Sandy Springs. The excellence of Cherokee's facilities, combined with its commitment to the highest standards in member services, has brought the club an extraordinary number of honors and awards throughout the years.

Director of Fitness and Wellness

Upheld an Executive position responsible for all fitness programming, personal training, group classes, spa and massage therapy services, youth programming, aquatic programming, locker rooms, front desk, equipment purchases, and operating and capital budgets. The Family Swim and Fitness Department consists of over sixty employees. My direct reports included two Family Swim and Fitness Managers, Head Personal Trainer, Head Group Exercise Instructor, Youth Activities Director, Head Swim Team Coach, Lifeguard Team, and Pool Maintenance Company. The department's yearly operating budget is over one million dollars.

Key Achievements

- Prepared all operating and capital budgets to include the creation of a zero based budget.
- Coordinated special events including pool parties, a large scale 4th of July youth carnival, and employee wellness fair.
- Improved staff morale by devoting efforts and dollars for continuing education courses and new certifications.
- Created a short term, medium term, and long term SWOT analysis for the Family Swim and Fitness Department.
- Developed a three year capital improvement plan to upgrade fitness and pool equipment.

- Implemented and evaluated surveys for program improvement.
 - Added new programming such professional fitness evaluations, improved massage therapy services, lecture series, and golf fitness classes.
 - Dramatically improved the family pool experience by increasing membership satisfaction, cleanliness of pools, safety, and lifeguard effectiveness.
 - Held weekly staff and individual employee meetings to establish departmental goals, communication, mentoring, and performance assessments.
 - Set the stage for providing on-site physical therapy services.
 - Responsible for payroll and scheduling for a staff of over sixty.
 - Hosted the USA Women's Olympic Swim Team for practice while maintaining privacy.
-
-

Atlanta Country Club, Marietta, GA www.atlantacountryclub.org 2015 to 2016

Atlanta Country Club is a private premier country club located in the suburbs of Atlanta that has hosted numerous PGA events. The membership is “by invitation only” that caters to golf enthusiasts while providing new amenities geared toward a healthy active lifestyle for families, working professionals, and retired couples.

Director of Fitness

Created and implemented a brand new entire Fitness Program including a new expansion, the creation of an entire group exercise class program, professional personal training services, new Pilates Reformer sessions, Titleist Performance Institute golf fitness program, massage therapy services, and advanced nutritional programming.

Key Achievements

- Developed and managed the entire Fitness, Wellness, Personal Training, Massage, and Group Exercise programs after a large fitness center renovation and expansion.
 - Created a new operating and capital budget.
 - Designed the layout for all newly purchased exercise equipment.
 - Lead the entire fitness staff to ensure high membership satisfaction.
 - Worked with all department heads for the betterment of all club operations.
 - Established all policies and procedures and implemented appropriate pricing for all services.
 - Attended all Board of Directors meetings while working closely with the Fitness Committee.
 - Conducted cutting edge fitness evaluations and advanced personal training sessions.
 - Implemented a successful golf fitness program while working closely with AAC’s golf professionals
 - Wrote publications related to all Fitness Center newsletters and promotional materials.
 - Hired the best professional staff to uphold Atlanta Country Club’s standard of excellence.
 - Track usage and revenue income while controlling operating expenses.
-
-

Southminster, Charlotte, NC www.southminster.org

2011 to 2015

An upscale independent senior living community with comprehensive amenities that cater to the needs of all residents.

Wellness Director

Managed all operations of the Fitness, Aquatics, and Wellness Center including group classes, pool operations and maintenance, fitness evaluations and orientations, massage therapy, aquatic programming, major wellness events, activities, budgets, and staffing. Worked closely with the Fitness and Wellness Committee to ensure high satisfaction of all fitness, aquatic, and wellness programming.

Key Achievements

- Dramatically increased participation to record levels by increasing attendance by more than 100 percent in usage of the facility, group classes, and special events.
- Supervised all departmental staff and mentored interns.
- Worked closely with local public elementary and middle schools to enhance student development and increase public relations.
- Organized events to raise money for charities such as the American Heart Association, Alzheimer's Association, and Junior Diabetes Research Foundation.
- Partnered with Charlotte therapy to provide aquatic physical therapy programming.
- Developed and implemented a continuous six week Olympics program that encouraged new participation and bonded the members and staff improving morale. This event was published in the Charlotte Observer (Charlotte's premier newspaper!)
- Created and executed a large scale exercise incentive program (Hiking the Appalachian Trail) that motivated the community to increase their activity on a regular basis. This event was also published in the Charlotte Observer!
- Conducted professional evaluations and customized exercise prescriptions to all types of individuals and regularly updated their program as needed.
- Provided creative wellness activity events such as off campus greenway walks, corn maze trips, zip lining at the US National White Water Center, ping pong tournaments, scavenger hunts, multigenerational games and activities, and a thriving croquet program.
- Taught and created new exercise classes that exceeded the expectations of the community to maximize participation levels.

Colleton River Plantation, Hilton Head, SC www.colletonriverclub.com **2010**

The premier private residential golf community in coastal South Carolina with two nationally acclaimed championship golf courses, two clubhouses, an outstanding Fitness Center and resort style pool with 705 home sites.

Fitness Director

Oversaw the entire fitness, spa, and pool operation, interacted daily with members, guests, and staff. Managed personal trainers, group class instructors, spa staff, and front desk personnel. Responsible for equipment purchases and the cleanliness of the facility. Wrote articles for the club newsletter. Worked closely with golf and tennis professionals to improve the enjoyment of activities for the members.

Key Achievements

- Increased personal training revenue by 300% in just four months.
 - Conducted comprehensive fitness assessments and orientations that motivated members to participate in the usage of the facility, personal training, attend group classes, eat more nutritiously, and indulge in high quality spa services.
 - Worked closely with the golf professionals using the TPI Golf Fitness Certification.
 - Organized the whole center by updating its equipment, adding new policies, monitoring daily classes and fitness center usage numbers, and emphasizing its cleanliness.
 - Hired and managed top notch trainers, group class instructors, front desk personnel, and premier spa professionals.
 - Taught Hybrid Stretching classes that increased participation to maximum capacity.
-
-

Wyndemere Country Club, Naples, Fl. www.wyndemerecc.com 2008 to 2010

The premier golf and tennis community with over 1,250 members that is located on the gulf coast of Florida in the heart of beautiful Naples. Wyndemere offers exceptional amenities that include 27 holes of championship golf, 12 Har-Tru tennis courts, a 6,200 square foot fitness center and spa, an inviting resort style pool. Wyndemere is proud to be recognized as one of America's healthiest clubs.

Director of Fitness and Wellness

Managed the entire fitness, wellness, and spa program including personal training, group classes, spa services, pool operations, operating and capital budgets related to the department, and preventive maintenance agreements. The department consisted of over 25 full time and part time employees and independent contractors. Worked closely with the front desk staff in scheduling all appointments for personal training, spa treatments, class scheduling, and daily attendance records. Reported directly to the CEO and the Fitness Committee.

Key Achievements

- Improved overall membership satisfaction of the entire department proven by surveys conducted through independent research firms.
- Developed and implemented policies and procedures to improve operating outcomes.
- Responsible for developing and adhering to operating and capital budgets.
- Created new classes geared towards the latest trends such as Yoyalates, Spinning, Ballroom Dancing, Zumba, Mind Body, Tai Chi, Hybrid Stretching, and Cardio Drumming.
- Instrumental in providing on site physical therapy services through Naples Community Hospital which was a great convenience for the members, contributed to higher personal training sales, and brought in extra revenue for the club.
- Supervised the development and implementation of off campus wellness excursions such as kayak trips and professionally guided nature walks.
- Closely monitored over 40 group classes weekly to track member usage and class participation to maximize cost analysis related to staffing and group class offerings.
- Increased member participation through motivational exercise incentive programs such as battle of the sexes, the Olympics, and neighborhood team contests which included award ceremonies for each event held at the club which generated extra revenue for dining services.
- Planned, promoted, and executed a successful Fitness and Wellness Fair.
- Constructed a comprehensive golf fitness program.

The Hamlet Country Club, Delray Beach, Fl. www.thehamletcc.com 1995 to 2008

Established in 1973, a world class Joe Lee golf course, Har-Tru tennis courts, state of the art Fitness Center, and privately owned prestigious country club. In 2013 the club was bought and renamed the Seagate Club.

Fitness Director

Designed the entire Fitness operation from its very beginning to include equipment purchases, the layout of equipment, flooring for the aerobics studio, massage therapy rooms and equipment, all policies and procedures, and hired all fitness and spa staff. A long term successful tenure of thirteen years enabled me to evolve our program and learn from experience to completely understand the privately owned country club mentality and how to make a positive impact on the health and wellbeing of the community. I reported to the General Manager and Fitness Committee.

Key Achievements

- Turned the doubters into regular users of the Fitness Center. Much hesitation was discussed about the initial need for an upscale fitness center. With the help of the Fitness Committee and my enthusiasm and expertise we turned a “nobody would ever use it” mentality into a thriving comprehensive successful program.
 - Developed an entire program that included personal training services, a thriving massage therapy program, an extremely popular group exercise program, and successful aquatic program.
 - Hired all staff and taught new group classes that were of the latest fitness trends to increase participation and overall enjoyment of the facility.
 - Developed and executed countless exercise incentive programs that increased participation and involved golf and tennis with awards ceremonies to be held at the club which generated revenue for food and beverage. I held many health lectures, and participated in yearly charity events.
 - There were three independent resident surveys during my tenure and on each of these surveys I scored the highest satisfaction rating from the members compared to all club professionals!
-
-

Education and Professional Development

Bachelor of Science in Exercise Science / Wellness, *University of South Florida*

- American College of Sports Medicine (ACSM), Personal Trainer Certification
- Titleist Performance Institute Golf Fitness Instructor, (TPI GFI)
- Former Board Member and current member of the CSFA (Club Spa and Fitness Association)
- Advanced courses in Active Isolated Stretching (The Mattes Method)
- Years of attending national conventions through the International Council on Active Aging (ICAA) and the International Association of Fitness Professionals (IDEA) Leading Age, and the Club Spa and Fitness Association (CSFA)
- Thirteen week Wellness Coach training (ACSM)
- Defibrillator and CPR certified
- Certified Pool Operator through NC

Professional References

Hugo Welch, General Manager, Atlanta Country Club 2012 to 2016

404-231-6955

hcwelch@comcast.net

Bryan Roe, General Manager, Wyndemere Country Club 2001 to 2014

239-537-3166

Broe1700@gmail.com

Evelyn Adams, General Manager and Controller, the Hamlet Country Club 1995 to 2008

561-998-1605

EVADAMS@aol.com

Lisa Daniel, Fitness Director, Wyndemere Country Club 2010 to 2015

407-595-7707

lisatdaniel@embarqmail.com

David Spivey, Director of Operations, Colleton River Plantation 2005 to 2011

256-883-0860 ext. 223

david.spivey@albemarleplantation.com