

# Michael Jacob

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**Objective:** To dedicate my expertise and talent towards the improvement of "The Quality of Service" in the fitness industry through providing excellent training and education to fitness, sales and club management team.

**Skills:** Operations, Sales and Marketing, Budgeting, Strategic planning, high standard of club culture and online marketing, Staff recruitment and training.

**Strength:** Self motivated, dedicated, honesty, and hard work has taken me ahead in life. My personal mantra for success is happiness and positivity. I am Proactive at all times, easy to be approached and always ready o help attitude. I cannot stop myself to reach out to people and communicate with them. Being a good listener, people like to share their thoughts with me, making people comfortable around me comes naturally.

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## **Professional Development & Achievements:**

Sports	1994-1997	Won various championships in 100m, 200m and Javelin Throw.
Fitness Certification	1999	Have done my Gym Instructor's Certification endorsed by Nike at the time fitness certification in India was not very common.
CPR	2003	Done my CPR from American Heart Association.
TRX Certification	2012	Completed the TRX Certification
ViPR Certification	2012	Completed the ViPR Certification
Les Mills	2013	Completed the BODYCOMBAT Certification
Best Employee's Award	2013	I was appointed to setup a 10,000 sq.ft fitness club in Delhi in the year 2010 and was awarded the best employee's award as a club manager.
Media Coverage	2013	<a href="https://www.outlookindia.com/magazine/story/couldnt-prevent-jack-from-being-happy/279004">https://www.outlookindia.com/magazine/story/couldnt-prevent-jack-from-being-happy/279004</a> <a href="http://www.dnaindia.com/entertainment/report-body-myths-you-can-work-out-without-1000350">http://www.dnaindia.com/entertainment/report-body-myths-you-can-work-out-without-1000350</a>
Dubai Club Performance and Management Workshop	2013	Completed the 3 days Les Mills International club performance workshop by Vanessa Jordar in Dubai.

Fitness Club Resurrection.	2015	I was given an opportunity to save a fitness club which was in a verge to shut down. I Resurrected this club in just 6 months time... The club was making huge losses and was supposed to shutdown. I got involved to resurrect this club and worked 12 to 16 hours a day sometime including holidays to turnaround the sales and reputation of the club. Now this club is the highest rated club in the city. <a href="#">Sky Fitness</a>
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**Total Work Experience: 21 years [1998 till Present]**

**Employer: Sky Fitness and Wellness [A unit of Sky fitness club – Singapore] Period: March-2015 – Present**

**Post: General Manager [India] Sales & Operations**

As club general manager, my prime responsibilities are to overseeing the day-to day operation of the club and making the business profitable. I have to make sure the right maintenance, administrative, sales and fitness staff is hired and trained to perform at its best. A successful fitness the club is a direct result of exceptionally good service to its members. I make sure that the customers are engaged at all times by the top of the line service that includes great personal trainers and engaging group fitness timetable, neat and clean facilities and positive & happy atmosphere. Some of the important responsibilities include:

- Setting a sales target and managing financial control.
- Managing equipment upgrade and maintenance.
- Identifying the areas of business improvement.
- Directly handling customer complaints and timely resolving them.
- Marketing and promotional activities to increase club revenue.

**\*\*\*The club I am currently managing is the highest reviewed club in our city. [Sky Fitness](#)**

**Employer: Fitlink-Fitness Education [A unit of Fitlink-Australia]**

**Period: Jan 2014- Feb 2015.**

**Post: Sales & Marketing Manager - India**

As a country sales manager I was responsible to promote and sell Fitlink education courses across India. The responsibilities include delivering the Cert-III and Cert-IV education to students. Supporting the marketing and sales team for brand promotion and achieving sales target. Build sales strategy to acquire existing and new market, sell education certification in colleges, gyms, sports clubs, star hotel and community centers. My job was to regularly conduct workshop and seminars on the importance of Australian fitness education for the Indian market.

**Company: Charge Fitness Venture Pvt. Ltd.**

**Period: Feb 2010- Dec 2014**

**Post: Club Manager.**

This club was set up by me from scratch. I was appointed at the very initial stage and was responsible for identifying the best location for the club, selecting the vendors for the interior, equipment, etc. I was responsible for appointing the right candidates and prepare a performing team.

As I was responsible for the overall performance of the club, my day to day work was to be vigil and focus on a high level of customer service and experience, manage a team of 25 staff including sales and fitness team, focus on club revenue through SMS, email and in-house marketing campaign. Client acquisition and

retention was a daily task and was achieved by maintaining a greeting and meeting relationship with all members and spending at least 4-6 hours on the floor daily. Ensuring that client's expectation is exceeded at all times by great customer service and timely resolving of members complain. Ensuring that all Employees are maintaining a high level of Professional behavior and are displaying a humble and caring attitude at all times.

**Company: Idea Fitness Centre [Kemps Corner, Mumbai].**

**Period: 14 Feb. 2000 to 1 June 2008.**

**Post: Business Development Manager.**

As a business development manager, it was my prime responsibility to acquire clients and retain them. It was my job to promote the brand to the target audience through online and print media. The role included:

- To generate club revenue and achieving sales targets. This position involved club tour and presentation and daily follow-ups on potential clients
- Attain all telephonic and walk-in inquiry and provide them with complete details of the club.
- Follow-up with all inquiries and book a trial session with our best trainer.
- Meet and greet all members and continuously take feedback on their daily experience at the club.
- Operate the CRM system and follow-up with all potential customers for club membership renewal and referral.
- Working on the formula 'more members more often' and tracking member's regularity.
- Tracking members result and converting happy members for referral and reviews.
- Plan daily/weekly and monthly marketing and sales plans and strategies to achieve sales target.

**Post: Fitness Trainer.**

**Company: Ten the Health Spa. [Bandra, Mumbai.] Period: June 1998 to August 1999.**

This was my first job in the fitness industry and it was a great learning experience. As a fitness trainer, it was my prime responsibility to keep members happy and motivated at all times. The role included designing exercise routine, personal training, conducting boot camp, group fitness, and outdoor fitness class, etc. This role also included supporting the club manager for client retention and referral. It was 12 hours 6 days a week job.

HSCE	1995	76%

**Hobbies:**

All outdoor sports, Cars and Bikes, trekking, cycling, fishing & driving, love to meet new people & traveling.

**Marital Status: Married**

**D.O.B: 03/08/1979**