



KENNETH F. FERNANDEZ

Fitness and Wellness Education, Operations, and Change Management

Austin (78701)
United States (Texas)

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- Strategic and proactive business & operations leader with a history of defining and executing ideas that deliver long-term corporate value. Capitalizing on my operations background, I facilitated efforts for businesses I have managed to expand into and improve multiple complementary business areas working with brands such as Four Seasons Hotels.
- Excelled in positions requiring creative and critical-thinking skills to devise and implement programs, processes, and procedures that facilitated productive business outcomes.
- Please see the links on portfolio page to see any articles and book links

EXPERIENCES

President and Founder

HumanDesignsPT.com® - 2015 to 2022 - Freelancer - United States - Massachusetts

- Online and in-person Personal Training, Nutrition, Lifestyle, Wellness, Business Operations, and Consulting.
- Responsible for all project management oversight for business accounting, vendor management, business plans, invoices, AP/AR, reconciliation, and payroll.
- Provide corporate wellness services for corporate luxury facilities, hotels, small businesses and Individuals.
- Design and deliver fitness, wellness, and nutrition guideline programs for clientele to reduce health risk, medical costs and encourage healthy lifestyles.
- Develop and implement strategic marketing plans for businesses such as special promotions and advertising.
- Carry out plans for promoting, production, sales, accounting, analysis, and budgeting for the business.
- Formulate comprehensive business plans complete with clear and actionable sales goals and targets.

Development and Leasing Project Administrator-- Analytics Lead

United PF Partners - 2022 to 2023

- United FP is the largest Planet Fitness franchisee in the U.S. with more than 190 clubs across 14 states. Support/Coordinate Construction & Real Estate activities with both teams to plan, implement, and oversee all operational tasks of opening a new facility. Directly involved with the transition from planning stages to action stages of a full operational fitness facility. See project through from point of lease agreement to after opening.

Assist both teams to develop projects to further data analytics and software capabilities to help drive club projects, and value engineer processes as the company enters a growth trajectory.

- Assist in developing Bi-Annual real estate development meetings to determine asset allocation and prioritization based on internal and external financial and market research information.

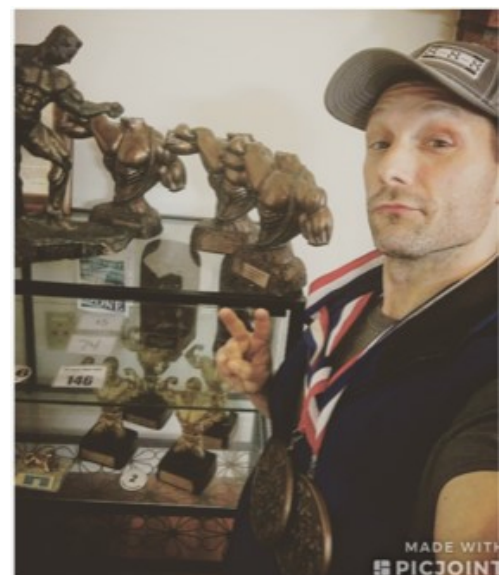
SKILLS

CORE COMPETENCIES

- Strategic Program Development
- Business Process Improvement
- Client Relationship Management
- Vendor & Supplier Relationships
- New Business Development
- Process & Procedure Creation
- Project Planning & Execution
- Staff Training & Leadership
- Project Management

PORTFOLIOS

Hard Work Pays Off- 7x National and Worlds Qualifier



- Create testing templates for new build budget to actuals automated template via Smartsheet and Microsoft Excel, as well as template for fully automated build sequence from site selection through grand opening to integrate with current new club template.
- Initiate test program to bring build cameras in-house for integration, cost savings, and long-term savings.
- Financial E&O vendor auditing and scorecard analysis for cash recovery.
- Create historical cost matrix predictive budget model for future builds based on square footage.

Contract Trainer, Health Spa

FOUR SEASONS HOTEL - 2003 to 2021 - Boston - United States - Massachusetts

Provide personal training services to executive-level clients staying at this recognized top luxury hotel brand with 98+ properties globally. Offer services to notable professionals, including CEOs of leading corporations and heads of countries. Demonstrated ability to interact with people from diverse backgrounds and cultures, spanning 20+ countries.

Published Author

Book and Articles - Since 2011 - Boston - United States - Massachusetts

- Athletic Business August 2013 "Is The New Air Force BMI Fit for Duty?" <http://www.athleticbusiness.com/is-the-new-air-force-bmi-standard-fit-for-duty.html>
- iClubs.com December 2013 "Resolutions for Independent Health Club Owners" <https://www.athleticbusiness.com/facilities/fitness/article/15151002/resolutions-for-independent-health-club-owners>
- Published Author: "Be A Fit Foodie" February 2011. Available digitally on Apple, B&N, Sony, and other online retailers. Click link below: <https://www.smashwords.com/books/view/40730>

Executive Director of Operations/Personal Trainer, Chi Bang Bodies LLC

CHI BANG BODIES LLC - 2012 to 2015 - Boston + Cambridge - United States - Massachusetts

- Previously served as executive director of operations (2012-2014) and project management oversight to facilitate corporate growth and development. Analyzed and recommended business opportunities for expansion. Conceptualized strategies to enable Chi Bang to expand outside of the fitness market.
- Expanded business to 3 additional locations and led hiring of staff to meet increased demand. Pursued opportunities to transform company into a lifestyle brand.
- Provided guidance and advisory services to help transition company into retail services, including providing personal chef services and meal delivery for clients.
- Identified and hired a specialist to execute an obstacle course and training program for participants preparing for formal one-day sporting events that challenge overall strength, stamina, and mental grit.
- Managed payroll, P&L, marketing, and human resource efforts. Developed business plans and proposals, including outreach plans to expand company's footprint.

Published Author and Articles/Media



Athletic Business August 2013 "Is The New Air Force BMI Fit for Duty?"

<http://www.athleticbusiness.com/is-the-new-air-force-bmi-standard-fit-for-duty.html>

iClubs.com December 2013 "Resolutions for Independent Health Club Owners"

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Transformation



My early days as a child and the inspiration for one aspect of my career path and personal way of life. Secondly, one year after my return to competition natural bodybuilding in July 2015

Volunteer in Occupational/Physical Therapy

Departments

New England Baptist Hospital - 2013 - Boston - United States - Massachusetts

New England Baptist Hospital in one of the world's foremost hospitals for orthopedic rehabilitation and recovery. Assisted in Occupational and Physical Therapy departments with patient needs, equipment maintenance, and as learning experience to benefit training skills and approach.

President

MAXIMUM FITNESS - 1997 to 2012 - Boston - United States - Massachusetts

Built personal training company to clients at various locations in and around Boston, including hotels, gyms, and personal residences. Developed 10+ lifestyle lectures.

EDUCATION

Architecture and Interior Design Graduate Courses

BOSTON ARCHITECTURAL COLLEGE

2.5 years of 5 years. (Incomplete) Interior Design and Architecture. The goal was to specialize in Interior Design for Fitness Clubs and Health Facilities. Left to pursue real estate.

Post Graduate Certificate Program

UNIVERSITY OF TEXAS AT AUSTIN-MCCOMBS SCHOOL OF BUSINESS

Data Science and Business Analytics. May 2024 Graduate (GPA 4.0)

<https://eportfolio.mygreatlearning.com/kenneth-fernandez>

BA, Psychology

BOSTON UNIVERSITY

Certifications & Licensure

LISTED AS FOLLOWS:

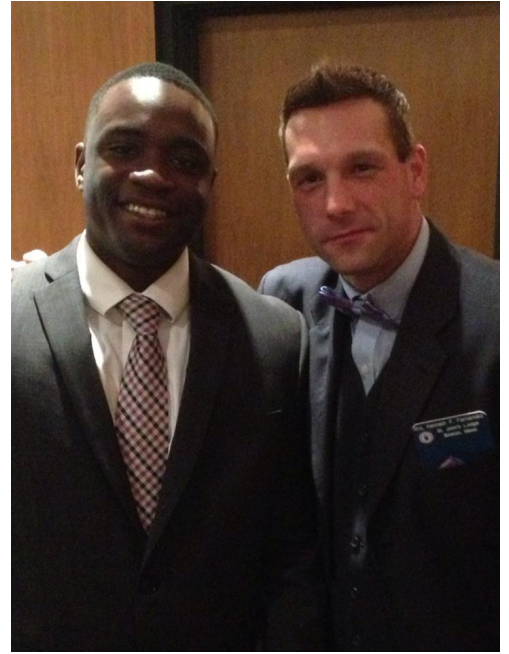
ACE Personal Trainer, APEX Personal Trainer and Nutrition (Former NASM Affiliate), AHA CPR/AED, Massachusetts Real Estate Salesperson.

INTERESTS

As Follows:

- Writing
- Economics
- Mind/Body (Athletics)
- Hospitality
- Design
- Entrepreneurship
- Real Estate
- Data Science and Business Analytics
- Supporting Special Olympics and St. Jude

Masonic Lodge



Welcoming a new member I helped bring into my Masonic Lodge (St John's in Boston- The oldest in the country)