

Luke Jackson

Glassmoor, NC | (304) 227-3372 | luke.jackson@gmail.com

Director, Fitness Sales

Senior Sales and Business Leader, identifying and developing opportunity pipelines and rich sales funnel among Fortune 1000 companies.

Experienced Consultant, forging long-term relationships and creating strategies in alignment with the company mission while solving client problems.

Owner of RFP and bid process, steering proposals and client presentations through negotiations, contract executions, and revenue capture.

Exceptional cross-functional team leader, driving initiatives from marketing to operations and effectively captures business and grows the company.

Key Examples of Success

- ◆ **Client Retention** – Achieved 95% client retention through prompt client follow up, innovative programming, and continuous client interaction to fine-tune offerings to meet specific client needs.
- ◆ **Sales Growth** – Generated \$20M in personal sales and achieved \$30M in company growth by winning Fortune 100 and 500 clients (Google, Nissan, and Humana) in a highly competitive market place.
- ◆ **Consultative Sales Process** – Outperformed competition by using consultative sales process combined with solution selling to capture 75+ client (commercial employers) to Breakthrough Fitness.
- ◆ **Relationship Management** – Captured new business as a trusted advisor with in-depth knowledge of operations, processes, and standards to clearly communicate value to potential clients.
- ◆ **Competitor Transitions** – Transitioned over 13 million dollars of business from competitors and in-house programs

Significant Strengths

- Sell-to-Retain Tactics
- Relationship Management
- New Business Development
- Cross-functional Team Leadership
- Proposal Writing
- Presentation Development
- Revenue Capture
- Topline Revenue Growth
- Sales Pipelines
- Contract Negotiations
- Business Strategy
- Best Practice Sales Methodologies

Professional Experience

BREAKTHROUGH FITNESS, Glassmoor, NC

1997–Present

Vice President Business Development (2005–Present)

Director of Business Development (2002–2005) | **Director of Operations** (1997–2002)

Vice President Business Development | Director of Business Development

Promoted to VP Business Development to maintain and grow wellness business to world-class levels by positioning a distinctive Breakthrough Fitness brand in the marketplace to drive long-term revenue growth.

- ◆ Wrote and presented specific case studies to demonstrate the value of the Breakthrough Fitness brand to potential commercial employers throughout the United States.
- ◆ Conceptualized and implemented referral plan from client employees to motivate them to suggest potential clients with business expansion in the area.
- ◆ Identified key operational needs of potential clients and presented unique, effective solutions in proposal and presentation formats, fine-tuning the wellness solutions for the specific client.
- ◆ Consulted and proposed multiple fitness and wellness solutions, including fitness center design, member screening, fitness, and wellness programming, integration with client company departments, such as food service, occupational health, Employee Assistance Programs (EAP), facility management, benefits, and safety.
- ◆ Developed a strong sales funnel and pipeline and tracked it using a customer relationship management (CRM) tool to ensure use of best-practice sales methodologies and tools.

Professional Experience

BREAKTHROUGH FITNESS, Florham Park, NJ

1997–Present

Director of Operations

Directed and led overall operations at 50+ client locations with 100+ site staff associates. Managed and facilitated multiple facets of operations including safety, budgets, staff development, succession planning, contract negotiations, member/client satisfaction, and internal reporting.

- ◆ Boosted member and client satisfaction scores to 90%+ through implementation of improved policies and procedures, which led to long-term highly satisfied clients.
- ◆ Awarded 100+ operational awards from the International Club and Racket Association (ICRA), American Heart Association in fitness center operations, including safety, customer service, incentive programming, and fitness center design for client projects.
- ◆ Designed and consulted on 100+ new corporate fitness centers.
- ◆ Conceptualized and developed an award-winning safety program leading to OSHA Voluntary Protection Programs (VPP) status, earning recognition only given to Breakthrough Fitness.

Challenge: Clients struggled with determining best size and space allocation for their fitness center.

Action: Spearheaded and led development of first fitness center space planning tool using demographic information, applying industry standards and guidelines to calculate appropriate size and space allocation.

Result: Clients build right-size fitness center for their unique needs and potentially save in construction costs.

Early Career Profile

MASTERMIND INSURANCE, Normount, NC | 18 years

Regional Wellness Manager (3 years)

Promoted to Regional Manager to develop prepackaged wellness programs for corporate clients and supported health insurance field staff to provide programming to clients.

- ◆ Developed wellness plans for internal brokers and account managers that included implementation options of self-care, health risk appraisals, and physical activity components.

Manager, Employee Fitness Center | Wellness Programs (15 years)

Directed and managed internal six locations corporate fitness and wellness operations within MasterMind in New Jersey and Pennsylvania. Supported and collaborated with Community Affairs and Human Resource Departments in volunteer and education initiatives.

- ◆ Developed and delivered 30+ classes offered on topics: Organizational Health, Wellness, Family Health, Personal Consultations, and Safety in collaboration with EAP, Occupational Health, and Human Resources.
- ◆ Launched and led corporate-wide initiative, which certified 1000+ employees annually in CPR and built network of employee instructors and instructor trainers.
- ◆ Spearheaded and led community initiatives within MasterMind that tripled blood drive donations and spiked food drive donations with 2000+ pounds of food for a singular food drive for a Normount homeless shelter.
- ◆ Initiated employee running and walking teams, which led to the popular “The Cherry Blossom Stroll” in Normount, NC that expanded to a multi-company event.
- ◆ Designed and delivered corporation’s first ergonomics initiative that later became an award-winning program.
- ◆ Conceptualized and created programming, marketing, and initiatives aimed at generating 50,000+ touches annually with fitness centers, wellness, community, and education, which developed a strong culture of health and wellness among the 6,000+ employees.

Teaching Experience

Corporate Wellness Course – Physical Education Department | Envision College, Normount, NC | 4 years

Corporate Fitness – Physical Education Department | Alexandria College, Greencrystal, CA | 1 year

Graduate Assistant: Exercise Physiology Lab | Conceptual University, Applehedge, MA

Community Leadership

Trustees | Trustee Chair | SPRC | SPRC Chair – Symphony Community Church | 12 years

Coach – Cross Country & Track | Boundless High School | 4 years

Assistant Scout Master – Boy Scouts | 3 years

Coach (8-13 year age group) – Soccer, Baseball, Basketball, and Wrestling | Township Recreation | 4 years

Interim Executive Director – NC Governor’s Council on Physical Fitness | 1 year

Member – NC Governor’s Council on Physical Fitness | 3 years

Education

CONCEPTUAL UNIVERSITY, Applehedge, MA

Master of Science – Exercise Science with focus on Cardiac Rehab

Presented Thesis topic at American College of Sports Medicine Conference

(Completed all coursework & Comprehensive Exam without written thesis)

Graduate Assistant: Cross Country & Track

STRATEGY UNIVERSITY, Westerspell, NC

Bachelor of Science – Health & Physical Education | Minor: Biology