NICHOLEE ADAMS
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Fitness, Wellness & Lifestyle Brand Leadership
Fitness Innovation | Multi-Unit Management | Event Strategy | Brand Experience

Dynamic wellness and entertainment executive with 20+ years of success leading brand strategy, multi-site operations, and experiential events for premier health and lifestyle organizations. Recognized for building inclusive fitness ecosystems that drive engagement, improve retention, and generate multimillion-dollar revenue growth. A natural bridge-builder who blends performance, programming, and pop culture into memorable wellness experiences that captivate diverse communities.

- Excellent verbal, written, and interpersonal communication skills are a must, including active listening and the ability to tailor communication style to diverse audiences
- Demonstrated relationship management skills both internally and externally (including with senior executives); ability to adapt to various personalities and working styles
- Strategic thinker who is able to execute current partner strategy and identify areas of optimization/opportunity
- Strong financial and analytical skills; ability to create internal and external reports
- Solid understanding of sponsorship activation including events, media, marketing rights, content, etc.
- **Technical Skills:** Proficient in MS Office (Word, Excel, PowerPoint) CRM

KEY HIGHLIGHTS & OUTCOMES

- 🔺 Increased Orangetheory revenue by $2M+ in under 2 years
- 🎯 Exceeded pre-sale goals for all 3 Life Time club openings by up to 34%
- 🎥 25+ national broadcast media appearances in fitness, wellness, and lifestyle
- 🧩 Decreased member attrition by 70% via new service design systems
- 🏅 Top 3 fitness coach in Arizona (Orangetheory Ranking)

PROFESSIONAL EXPERIENCE

Fitness Brand Consultant
HOTWORX | Minneapolis, MN **2020-Present**
Hype Haus Fitness | New Orleans, LA
Orangetheory Fitness | Kansas City, MO
Prime Fitness RX | New Orleans, LA
Row House | Los Angeles, LA
Brand Strategy | Member Growth & Retention | Business Operations

- Navigated complex operational processes and systems to keep multi-unit fitness businesses open and compliant during COVID-19, ensuring continuity of service and member retention through rapidly shifting regulations.
- Consulted boutique and franchise fitness studios on operational systems, workflow optimization, and scalable processes that increase efficiency, retention, and revenue.
- Expanded studio operations from one location to two, overseeing full build-out, staffing, programming development, and market entry strategy.
- Guided owners through expansion planning, including market analysis, staffing models, budget forecasting, and multi-unit operational structure.
- Implemented lead management systems, CRM workflows, and client journey mapping to improve conversion rates and strengthen long-term retention.

General Manager – Grand Opening & Strategy Lead
D1 Training | Mesa, AZ **2023 – 2024**
Performance Training | Brand Launch | Community Partnerships

- Spearheaded grand opening strategy and achieved 134% of projected membership growth within 90 days.
- Named "Game Ball" winner nationally after 30 days for generating the highest lead count across all locations.
- Designed athlete-inspired community programming, increasing local engagement by 60% in six months.
- Collaborated with pro athletes and wellness brands to deliver events reaching 1,200+ attendees.
- **Key Highlight:** Launched a high school athlete ambassador program that boosted new member referrals by 48%.

Studio Manager – Club Launch Lead
Life Time Athletic | Philadelphia, PA **2017 – 2019**
Brand Partnership Development | Event Operations | Instructor Talent Strategy

- Managed launch of three high-end studios with annual budgets totaling $6.4M.
- Led 35+ team members while creating scalable wellness experiences aligned with Life Time's luxury positioning.
- Built strategic partnerships with wellness-focused nonprofits and corporate sponsors, raising $1M for St. Jude's Children's Research Hospital.
- Created fitness programming that maintained #1 ranking for new club openings 10 out of 11 months.

General Manager – Club Experience Leader
Orangetheory Fitness | Multi-State Locations **2014 – 2017**
Operational Excellence | Client Experience | Revenue Optimization

- Managed operations, KPIs, and performance of 3 high-volume locations across AZ and CA.
- Increased territory revenue by $2M in 24 months through retention programs and improved employee engagement.
- Reduced member attrition by 70% after launching real-time service recovery and employee-first empowerment initiatives.
- Recognized as #3 Fitness Coach statewide and trained 20+ team members for elevated leadership roles.

Studio Manager – Signature Programming
Life Time Fitness | Dallas & Houston, TX **2009 – 2013**
Boutique Fitness | Team Development | Customer Journey Optimization

- Oversaw yoga, cycling, and group fitness programs across multiple locations with 70+ instructors and performers.
- Designed KPI dashboard to track performance and impact, resulting in a 30% lift in instructor effectiveness and class attendance.
- Executed three brand partnerships that generated a combined $250K in annual partnerships.

BROADCAST & PERFORMANCE EXPERIENCE

- **Minnesota Vikings Cheerleaders** – Adjudicator (2023)
- **Cincinnati Bengals Cheerleaders** – Adjudicator, Fitness Consultant (2017)
- **Fox News Media** – On-Air Fitness Trainer, Good Day Tampa Bay (2014)
- **Dance Moms** – On-Air Personality, Judge & Choreographer (2013)
- **Star Academy (Endemol Shine)** – Choreographer & On-Air Producer (2008–2012)

Media Reach:

- 5M+ total viewership across syndicated programming
- Featured fitness expert on national morning television
- Delivered over 100 live and digital broadcast segments

GENERAL FITNESS EXPERIENCE

- **24HR Fitness** - GroupX Instructor | Houston, TX
- **Choice Fitness** - Group Fitness Instructor | Dallas, TX
- **Express Fitness** - Group Fitness Instructor | Dallas, TX
- **Gold's Gym** - Group Fitness Instructor | Dallas, TX
- **LA Fitness** - Group Fitness Instructor | Orlando/Dallas/Houston
- **Life Time Athletic** - Group Fitness Instructor | Dallas/Houston
- **Orangetheory Fitness** - Coach/Head Coach | Tampa/Phoenix
- **Shapes Fitness** - Personal Trainer/Group Fitness Instructor | Tampa, FL

EDUCATION

B.A., Psychology – Minor in Dance
University of Central Florida

CERTIFICATIONS

AFAA Group Fitness Certification
| Schwinn® Indoor Cycling Certified
Arizona Dept. of Education Athletic Coaching (PreK–12) Licensed

AREAS OF EXPERTISE

Wellness Brand Strategy, Lifestyle Event Programming, Multi-Unit Studio Operations, Inclusive Fitness Programming, Instructor Leadership Development, High-Impact Community Engagement, Partnership Development & Activation, Digital Media & Talent Engagement, Strategic Sports Partnerships, Global Sponsorship & Licensing, Experiential Marketing & Events, Athlete Branding & Talent Development, DEI-Focused Community Programs, Media & On-Air Engagement, Franchise & Club Development, Revenue & Budget Management, Coaching & Mentoring, Broadcasting, Wellness & Fitness, Budget, Financial Analysis, Revenue Management, Sports Broadcasting, Entertainment, Profits & Loss, Community Outreach