

NICHOLEE ENTERPRISES



Fitness Brand Consultant

HOTWORX | Minneapolis, MN

Hype Haus Fitness | New Orleans, LA

Orangetheory Fitness | Kansas City, MO

Prime Fitness RX | New Orleans, LA

Row House | Los Angeles, LA

General Manager - New Club Launch

D1 Training | 2023 - 2024

Studio Manager - New Club Openings

Life Time Athletic | 2017 - 2019

General Manager - New Club Openings & Club Recovery

Orangetheory | 2014 - 2017

Studio Manager - Department Recovery

Life Time Fitness | 2009 - 2013

Summary : 20-year career in fitness leadership with operational oversight, multi-unit operations, staff development, 11 studio launches - 7 club recoveries - and growth initiatives for over 15 fitness brands.

Nicholee Adams is a visionary leader and brand strategist with over two decades of experience spanning global entertainment, professional sports, and premium fitness strategy. She is a national tv talent known for transforming ideas into world-class experiences.

Operationally, She's led grand opening strategy, market expansion, and turnaround initiatives for **Life Time Athletic**, **Orangetheory Fitness**, **D1 Training**, and boutique concepts across **Florida**, **Arizona**, **California**, **Louisiana**, **Missouri**, **Ohio**, **Texas**, **Minnesota**, and **Pennsylvania**. Her leadership spans recruiting, sales, contract negotiation, budget oversight, process scaling, and team optimization. She's revitalized underperforming locations, launched multi-million-dollar markets, and built high-performing cultures that consistently exceed revenue targets and deepen member loyalty.

A recurring **on-air fitness talent for Fox News**, she's contributed to global campaigns for **Nike**, **Pepsi**, **Macy's**, **Canyon Bake House**, the **NFL's Cincinnati Bengals**, and **Minnesota Vikings**. Her reputation is grounded in operational excellence, integrity, and strategic vision—creating systems that elevate brand value and support sustainable growth. With deep expertise in lead management platforms, CRM systems, and operational frameworks, she quickly identifies gaps and implements solutions that streamline workflow, strengthen retention, and drive lasting profitability.



CLIENT TESTIMONIALS



— WASHINGTON, D.C.

Nicholee is an exceptional talent! She knows people! When I tell you that she brings passion, determination, and a strong vision, she is someone that will take you to the next level. She doesn't give you the YES, she actually will challenge you to become a better version of yourself professionally and personally. You are your brand and she understands that. I am thankful for her because she gave me a different viewpoint, even though I was slightly hesitant, her words and patience helped ease my concerns. She comes highly recommended, and is someone that will help boost your brand and take you to that next level! She will bring out the best version of yourself, so you can win!

— KANSAS CITY, MO

Nicholee is the breath of fresh air you and your company needs to shake things up, or stabilize. She is smart, sharp, relatable and down to earth. I highly recommend doing what you can to work with her.

— LA JOLLA, CA

WOW! WOW! WOW! I met Nicholee through Linked-In. I decided to contact her as I expand on a new venture. She was on-point and outlined the agenda of how we were going to spend our time. She had amazing insight and added great value. What I love most is her genuine understanding of helping people become better at what they do. I came to Nicholee with an idea and I am happy to say, I am walking away with what may be the next chapter of my business.

— WASHINGTON D.C

Nicholee is one of those people that come into your life for a reason! She possesses an unmatched ability to lead and manage people. She is truly an amazing person; she brings passion, dedication, results, and a strong desire to WIN! She is a visionary leader, and sees talent and nurtures them. She really does bring an amazing desire to achieve and help others grow. I would bet on her to help you succeed and I would do it again. She isn't a failure and she will help you achieve!

— PHILADELPHIA, PA

Nicholee is one of the most Honest & Energetic people I have been around. Her ability to use out-of-box & critical thinking to resolve conflicts and get the best out of people around her is riveting. She is motivated and ambitious, as well as commands the respect of her mentors & peers. She is a leader by example, rarely makes excuses and own up to mistakes. If she doesn't know the answer, she is humble enough to go research the answer. Someone I know to consistently self educate. Nicholee is an asset to any team or company.