

## Contact

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## Top Skills

Training  
Start-ups  
Marketing

## Publications

Why Health Club Salespeople Fail

Diamond Fitness owner ends  
memberships to save gym

Are you watching your monthly  
membership sales decline and don't  
know why?

What's the #1 Problem for your  
Gym? OBSCURITY!

10 Reasons Your Gym Business  
Has Become Stagnate

# Jim Thomas

214-629-7223 | Gym Business Expert | Gym Consultant |  
Outsourced CEO/COO | Gym Broker | Expert Witness | Sales  
Trainer  
Flower Mound

## Summary

Jim Thomas is the well-known founder and president of Fitness Management USA, Inc., a management consulting and turnaround firm specializing in new gym start up, fitness club sales and gym troubleshooting for the fitness and health club industry. Jim understands the struggles of owning a gym or starting a new gym. Jim solves this problem by helping gym owners shorten the learning curve and improving bottom-line profitability, Call/text Jim now at 214-629-7223 to explore how he can help you.

Gym Business Expert | Gym & Sports Consultant | Outsourced  
CEO/COO | Gym Broker | Expert Witness | Sales Training | Proven  
Marketing Strategies | Lead Revitalization Programs

Jim has a program for everyone regardless of financial situation.  
Call/text 214-629-7223 now.

Here's what our clients say;

Jim is a phenomenal business coach and mentor. He helped to turn my gym around, and through his help over the past 6 years, I have opened up multiple locations. If you're ready to take your fitness facility to the next level, there is no better choice. You're losing money by waiting - call him NOW!! - V. Chary

Very pleased with Jim's services. He has a wealth of knowledge and years of valuable experience. He was able to effectively and concisely convey his strategies to myself and my employees. I would highly recommend Jim Thomas Fitness and Management for anyone looking to take their fitness business to the next level! - M. Landon

Jim had a huge impact on our business. His knowledge, expertise and training are the best in the business. He is extremely hard working, and perceptive of your needs. He is action oriented and makes things happen. I recommend him highly! - D. Donley

Jim Thomas is that perfect balance of consultant/practitioner. Possessing an expertise born of fighting in the trenches, Jim's practical knowledge of strategies which move fitness consumers to buy into a gym brand is a weaponized blueprint that will help gym owners multiply revenues and grow their membership base. - C. Black

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## Experience

Fitness Management USA, Inc.

President

1989 - Present (31 years)

Jim Thomas is the well-known founder and president of Fitness Management USA, Inc., a management consulting and turnaround firm specializing in the fitness and health club industry.

With over 25 years of experience owning, operating and managing clubs of all sizes, Mr. Thomas lectures and delivers seminars and workshops across the country on the practical skills required to successfully build teamwork and market fitness programs and products.

Since forming Fitness Management, Mr. Thomas has been turning health clubs around at an amazing rate and garnering a reputation as a producer of change...a sharp-eyed troubleshooter, a brilliant sales trainer, and a motivator. Fitness Management provides programs that show measurable results and Jim's team is proud of their ability to glean profit from every square foot of a client's investment.

Body By Eden, Inc.

President

January 1994 - August 1998 (4 years 8 months)

Wichita, Kansas based women's only health club

International Athletic Club Management, Inc.

President

March 1988 - August 1995 (7 years 6 months)

Management consulting firm

Mademoiselle Figure & Fitness Center

President

December 1980 - March 1988 (7 years 4 months)

Women's only health club chain.

KC Fitness Center

Manager

February 1975 - March 1980 (5 years 2 months)

Hired, trained and developed sales staff. In charge of new membership sales production.

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## Education

Longview College

Business Administration and Management, General · (1973 - 1976)