

Interview Transcript

Ryan Trujillo | Jul 6, 2026 at 3:24 PM | en-US

Recruit AI

0:00

Hi, I'm from Ultimate Longevity Center calling about your AI-powered interview. How are you doing?

Ryan Trujillo

0:06

I'm good. How are you?

Recruit AI

0:09

I'm doing well, thanks for asking. Thanks for your interest in the Ultimate Longevity Center General Manager - Boca, Florida position with us. I'm excited to connect to learn more about your experience and how this role could be a fit for you. As part of the first step in our screening process, I'd like to get to know you better and answer any questions you had about the role and company - it should take around ten minutes. Do you have any questions about the interview format?

Ryan Trujillo

0:32

No questions about interview format.

Recruit AI

0:35

Great! Let's get started. Can you tell us about yourself and what attracted you to this opportunity?

Ryan Trujillo

0:42

I'm born and raised in Los Angeles, California. There my whole entire life. Was brought out to Florida for a job opportunity last year in October. Kamihara was excited, never had seen Florida, never had visited, but you know, I saw the vision of these individuals that reached out to me wanting to run their fitness studio as the director of training and pseudo operations. So I came out here, The facility wasn't open as of yet, so we're doing pop ups and everything and two months into it, they dropped the position, and I was kind of just here and left alone with no one here to to figure my way out. So I've been here in Florida just trying to find my my way and find my footing, but I've been in fitness and and personal trainer for the last thirteen years. Uh, I never wanted to be a trainer, but life kinda pushed me in that direction whether it was my family dealing with health issues, people passing away. My mom passed away at a young age, myself getting really sick. In my senior year of college and just really trying to have to focus on on my health. So when it comes to health and wellness, it is paramount to me. It comes first. I live, breathe, eat, literally, uh, health, fitness, and wellness. You know, I'm always trying to learn about the latest trend, whether it's you know, with longevity, peptides, red light therapy, ozone therapy, all all the latest and greatest things that really interest me not only do I want to prevent myself from having any illness or, you know, at the same time maximize my health. I also want to be able to to learn and become that person that could help someone else from losing their mom. Losing their grandmother, losing their aunt, which is the things that I I been through and and gone through. So I have the opportunity to lead a group of individuals at a brand new longevity center, it'd at the forefront of what health and wellness is and what longevity is, it really excited me. And I was like, I have to jump at this opportunity.

Recruit AI

2:55

It sounds like you've had a profound journey that ties deeply into your passion for health and wellness. Your personal experiences seem to have shaped your dedication to helping others improve their lives, which aligns well with the mission of the Ultimate Longevity Center. Now, can you share an example of a time you influenced someone to make a decision or take action?

Ryan Trujillo

3:16

Man, there there there's there's so many. I think when you're a personal trainer, that's that's the gift is you're you're not only their trainer, but you're you're their therapist and you're and if you're a good one, you're their friend as well so they trust you. But when it comes to mind is who's still my friend now? One of my best friends, Michelle. She came into our gym in West Hollywood, California. She worked across the street at CBS Television. She was overweight. Unhappy with her marriage, unhappy with her body, really kinda lost. And we're just walking by one day, walked in. I had the blessing and opportunity to be paired with her. And, you know, her main goal was she just wanted to lose weight. She's she's tall. She's five eleven, but she was, like, two hundred and thirty pounds. So so vastly overweight. She really had a bad bad self image, bad self talk, and just didn't like the person that she was and what she saw in Mirren. So we started a very, very slow in the beginning, and I remember our first workout was almost nothing, but we really ramped up. And what I saw in her was the the the potential to not only change her receipt, but change her her life. And she ended up losing fifty pounds in, like, three, four months and then became super in inspired to then build muscle and and learn about training. So she ended up, you know, studying for the NASA certification and actually passed And she was technically a certified trainer just because she was so intrigued with the knowledge that I imparted her. But what really truly to me made it a success was the change of her her mindset. I told her, I said, Michelle, I could care less if you lost fifty pounds and you lost five pounds. But if your if your mindset changed, you can look at yourself more you can love yourself, then that five pound loss versus the fifty pound loss is excess versus, like, you could lose the fifty pound and if you're still not loving yourself and still not giving back to yourself, then that's a fail to me. So so seeing Michelle change and the relationship that we got to build and know, she got out of that bad relationship. She started dating again, found someone that she truly loves, and it's been what, two thousand eighteen, nineteen? Six six, seven years later, she's still with that that new individual. So to me, that's a success of of building a human being.

Recruit AI

5:38

That's a powerful story and amazing to hear how you influenced such a positive transformation in Michelle's life. It's clear that you view success not just in physical terms but also in personal growth and mindset, which is really impactful. Now, what experience do you have that makes you a strong fit for the General Manager position here?

Ryan Trujillo

5:58

So I think it's just vastly because in wellness, especially in the industry, I think that it transfers over almost seamlessly. So me, I started at the gym west in West Hollywood called Heavy Industries, h b y industry on my resume. And, uh, it was a friend of mine who we both trained as trainers at The Crunch in West Hollywood. He always told me about opening up his own spot. So he finally did. Told me to come out. He's like, hey. Do you want bring clients here and you train them currently, or do you wanna be part of the team? And I was like, yo, you know, I wanna be part of something where I have ownership over My my voice, my thoughts, my opinions get to shape how we build what we're creating. Like, I start from zero. I was started off mopping, cleaning. Everyone thought I was the the janitor, but I was really the first trainer. We slowly my clients up to being, you know, the top trainer and one month, our director, our manager, he had to leave for a family emergency and it was towards the end of the month that we were trying to strive for hitting our our monthly goal. And I just asked, like, hey. Can I can I update the schedule? Can I reach out to the Can I might be the one who really question though? Yeah. Go ahead. We end up you know, hitting our goals, surpassing it, and they're like, well, we didn't have this position, but you kinda created on your own. So we wanna offer you the assistant director position. So that's when I really started to get my hands on learning and understanding what it means to cultivate leadership. Build, have people underneath you, train them, bring them up, teach them what you know, and, like, have a greater reach, and then during COVID in twenty twenty, uh, you know, things started falling apart. Everyone because, you know, fitness industry really got hit hard. Sit in the role to take over as the director and the manager, and I really did anything and everything. I was Swiss army knife, so I was still the top trainer. I was still managing the gym. I was hiring our staff, interviewing, training them, building them up. I was doing all the tours for prospective clients. I was doing the sales, selling the packages, and then partnering them with the appropriate, uh, trainers. I was also doing payroll. I was doing admin. I was doing HR. I was dealing with customer service. I would like I said, I did anything and everything. And to me, that gave me the the vision and the experience and the knowledge and the wisdom to know what it takes to not only you know, have a successful business, but, you know, really take care of the people within it, whether it's your clients, your customers, and even your your training staff. So it was it really hit me and touched me that that's why I wanted to move into because me, personally, as a personal trainer, I only can touch so many lives because there's only so many hours the day and so many times I can train. But if I can teach others to do what I can do, then I can have a broader reach of helping others. And that's why something like being the general manager and being able to build a team that can really touch individuals is something that really inspires and motivates me.

Recruit AI

8:51

You've certainly gained extensive experience managing a wide range of responsibilities, which makes you a strong candidate for the General Manager role. Your background in developing teams and working hands-on in various functions of a business shows your adaptability and leadership skills. Now, can you share some strategies you've used to generate referrals or business-to-business partnerships in the past?

Ryan Trujillo

9:11

Yeah. Honestly, it's just really connecting with people. So going out into the community. So, like, we have the simplest forms, whether it was, like, going out, putting up flyers and pull tabs. Or really going into businesses, walking in, introducing yourself into the community, inviting people in. Think the best way to build those relationships is just inviting individuals that, you know, work and run and operate different businesses in our community that are alignment with what we're trying to do and offer and offering them to come in and try some of the services. For us, it's like, we go around how it talk to the owner, talk to the manager, talk to staff, invite them in for a training session, give them a training session, showcase the the gym, give them the opportunity to experience everything it is. And that's you know, once they feel it and once they see it, like, you can't kinda like you can't unsee it once you see it. And, like, they're just super impressed, we built those relationships partnerships. So whether it was, like, offering different membership discounts you know, from from them to our clients or our our studio and our gym offering them discounted, you know, training packages or incentives or special kind of, like, deals. For them. To me, it's just building the value. And, like, the only way you can build build value really getting people in front of you and having them experience it firsthand. So to me, that was the best way we did it. It's really getting in front of people and inviting them in into the gym. That's similar what I would envision doing at the longevity center is just getting people come in, trying our our services, see how it feels so they can speak on it. Because to me, that's what I love. Like, if I'm gonna partner with someone and I wanna be able to to enhance the partnership, I wanna go in there. I wanna experience the services. I wanna experience so I literally can talk I'm too genuine and honest of person. Like, I can't fake it. So, like, I want really be invested and share what amazing opportunity it is to to work with this company, be with these people, So that's the best approach I would say.

Recruit AI

11:05

It sounds like you're really focused on building genuine connections and providing potential partners with firsthand experiences to create value. That's a great way to foster meaningful relationships and generate business opportunities. Let's shift gears a bit--what key performance indicators (KPI's) would you monitor daily, weekly, and monthly if you were managing a sales team?

Ryan Trujillo

11:27

Yeah. I think just really comes down to to really leads. So, like so having a good CRM where know, where where are we getting our leads from? How many leads are we getting? Each day? What's the percentage of when we reach out to them that they actually respond? The show rate, so them actually coming into the facility, and then closing rates. So, like so how many people, one, are we getting in that are in about the gym? Or how many are we able to actually get a response from? How many of those responses actually lead to someone coming in and then how many of those so shows and consultations lead to actual, you know, packages. And then also breaking it down to, like, what is our average sale? On average, how much do we actually make from each person coming in? And then also, I would track the longevity of of of that client. How many times do they renew? How many times do they keep coming back from the services? How long do we actually keep that client? And, also, I would really break down what our top services where where are we really generating the most money, where can we invest in maybe a little more marketing into to market these amazing services that we have. But for me, it really comes down to to tracking the people come in. But, also, you gotta track sales. You gotta track trends. You gotta track, uh, memberships. That's it's important too. Like, how many members do we have from month to month? What is our retention rate? So a couple of things is off the top of my head that I would really focus on.

Recruit AI

12:57

You've covered some solid KPI's that could help assess and drive team performance effectively. Monitoring these metrics could offer valuable insights into growth opportunities and service optimization. It was great speaking with you today. We'll be in touch regarding the next steps in the hiring process via email in the next few days if you are successfully chosen to move forward. Do you have any questions for me before we wrap up?

Ryan Trujillo

13:20

I have a question, but first, I just wanna say, you know, thank you for the opportunity. Like I said, in the in my very first little little Ted Talks answer is that, like, this to me is not just an another job. It is really my my life. I've dealt with losing so many family members from health issues I've had my own health issues. Where people really thought that, you know, it was it was severe and I was headed in the wrong direction. So for me, to be able to to be a general manager and kinda, like, head amazing company opportunity like this that can prevent people going down that road or help them reverse that is tremendously to me blessing in in the opportunity. So I look forward to possibly continue this on. But my only question would be, like, when are you guys looking to fill this position?

Recruit AI

14:10

Thank you for sharing a bit more about your motivation and passion for this field. Regarding your question, we hope to fill the position as soon as the right candidate is identified. We'll be reviewing applications and conducting interviews in the coming days, so you should hear from us soon if you're selected for the next steps. Do you have any more questions?

Ryan Trujillo

14:30

I would say on the only thing I would say was what to you in your mind would be the top performer for this position? What what does the the elite general manager look to you?

Recruit AI

14:45

An elite General Manager for this role would likely be someone who effectively balances sales growth with team development and operational excellence. They should inspire and lead their team by example, demonstrating a genuine passion for wellness and client experience. Building meaningful community partnerships and consistently driving measurable results would also be key. Does that align with your vision, or is there anything else you'd like to know?

Ryan Trujillo

15:08

That that's great. I know there's only so much you can get out of. Of AI interview, but I was just curious. And a line moving me. That's where I think it does take to be a successful general manager. And, like, again, thank you so much for this opportunity. I look forward to the next steps.

Recruit AI

15:24

I'm glad to hear that aligns with your vision. It was great speaking with you today, and I appreciate your enthusiasm for the role. If you think of any more questions later on, feel free to reach out by email. Take care and have a great day.

Ryan Trujillo

15:37

Alright. Stay blessed. Thank you so much.

Recruit AI

15:40

Thank you, and you too. Take care!

Ryan Trujillo

15:43

But

Recruit AI

15:47

It sounds like there might have been something else you wanted to add. Is there any other