

Interview Transcript

Christian Cortes | Jul 7, 2026 at 3:52 PM | en-US

Recruit AI

0:00

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

Christian Cortes

0:06

I'm doing great. How are you?

Recruit AI

0:08

I'm doing well, thank you! Thanks for your interest in the Ultimate Longevity Center General Manager 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?

Christian Cortes

0:30

I do not.

Recruit AI

0:32

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

Christian Cortes

0:39

Yeah. Of course. So a little bit about myself is my name is Christian. I've worked at Empire Medical Training, which is a training institute training facility for nurses and doctors. I've been in health and wellness most of my life as well as in sales. Prior to this, I worked at a startup company called The Code Life. And that company in itself was a cold plunge company. It was ran by, uh, two founders and an equity partner named Gary Breca. Um, and, uh, he's a pretty famous biohacker. And even biologist. And so we ran the company for quite some time. I operated in the, uh, director of sales position, and so I was basically managing the floor, and now I am the director of operations where I currently am.

Recruit AI

1:29

Thanks for sharing that background. It sounds like your experience in health and wellness, as well as in sales leadership, could be a strong match for this role. What specifically attracted you to this opportunity with the Ultimate Longevity Center?

Christian Cortes

1:45

I have an instant connection with health and wellness. I think it's right up my alley. I think it's important, um, to be healthy. Right? Obviously. And to also have longevity, uh, in a position. I did see that this position was a full-time position for a manager. In this role. And I'm really looking to grow with the company and company that resonates with me. This one in particular resonates with me because it's right up my alley and right up my background.

Recruit AI

2:20

It's great to hear that the role and company align with your passion for health and wellness. Let's dive a bit deeper. Can you tell us about a time you influenced someone to make a decision or take action?

Christian Cortes

2:31

Yeah. Of course. So for me, the most important thing is building people up. Whether it's new employees, whether it's current employees who might be struggling. I like to build someone up. Took action by making sure that they understood that they were heard. By making sure that they understood that I was available, uh, for coaching, for mentorship, and for guidance. And I allowed them to flourish in the areas that they felt that they were a strong suit in. Rather than bringing them into areas where they weren't good at. And so I feel like I thrived in that space, and they also thrived in return of my leadership. So my leadership assisted in their development.

Recruit AI

3:19

That's a strong approach--focusing on building others up and playing to their strengths can truly motivate people. What experience do you have that makes you a strong fit for this position?

Christian Cortes

3:31

For me, my experience, uh, as a director of operations leading directing a full cycle of business operations nationally, I've been able to do that with generation of sixty million dollars of annual revenue. Prior to that, I was a director of sales the Cold Life, as I mentioned prior. And then prior to that, I actually worked in aviation and project management as a lead field operator in operations as well. For a construction group. And prior to that, I worked in a fintech company where we automated a lot of AI systems and we made sure that everyone was payroll integrated in different larger scale corporations. I was a senior operations analyst there. I have a cross in between sales, operations, and marketing, and I feel like that leadership skill and along with the fact that I was in the United States Navy, helped me be able to apply for this position confidently and thinking that I can do this role.

Recruit AI

4:38

It sounds like you have a robust background that combines sales, operations, and leadership, which seems like a great fit for this role. Moving forward, what strategies have you used to generate referrals or business-to-business partnerships in your past roles?

Christian Cortes

4:54

So everything that we do, uh, we align it with a full sales cycle, um, in house. And so we have Salesforce. We also have HubSpot. And we also use our built in CRM And I've been able to generate leads through referrals by sending SMS blasts, by sending email integration campaigns, by do doing our cold outreach as well, um, by using our social platforms as well. I'm really focusing on, uh, the the current client space that we have and using those clients to bring us more clients. I believe there's no one better than than a current client to bring you more clients.

Recruit AI

5:38

Utilizing a full sales cycle and leveraging current clients for referrals is a solid strategy. Focusing on multiple channels can effectively expand business partnerships. Lastly, what KPI's would you monitor daily, weekly, and monthly if you were managing a sales team?

Christian Cortes

5:55

Yeah. So for me, uh, KPIs is super important. Uh, one of the KPIs and and several of the ones that I will get into that I manage is obviously, speed to lead. I think that's extremely important. It's an overlooked KPI. But it is important to get to a lead quickly as a inbound lead falls through whether it's on a chat or a phone call. It's very important that we reach out quickly. Um, also, uh, retention is another KPI that we'd look at. Um, what are we retaining out of the leads that we are selling? Another KPI that I would look at as well is obviously just our generation of sales, uh, seeing where we are from this month to the month prior. Seeing what we can adjust, seeing any operational gaps in between the sales cycle that we can better. And so a lot of what I did was develop and scale b to b commercial channels So I was selling into gyms, into recovery studios, into med spas, into hotels, into wellness centers. And so through that, uh, we would do a lot of cold outreach but we would also do a lot of in person, and we would also do a lot of phone and chat. And we would obviously use our marketing tools, which was our SMS and our text messages campaigns.

Recruit AI

7:05

Monitoring speed to lead, retention, and sales generation seems to cover critical aspects for managing a sales team effectively. Are there any questions you have about the role or the company that I can help clarify for you?

Christian Cortes

7:18

Yeah. I'm curious about this role specifically. I'm just really looking to understand if there is benefits associated with the role. And the hours and days that is expected to work out of this role.

Recruit AI

7:33

I don't have the specific details about benefits or the exact schedule for this role. However, I can put you in touch with someone who can provide more insight into those aspects. Do you have any other questions about the role or company?

Christian Cortes

7:42

can you break down the role for me and what it entails, please?

Recruit AI

7:51

Certainly! This General Manager role involves leading center performance across sales, operations, team development, and client experience for a premium wellness brand. You'll focus on driving sales, fostering business growth, and delivering a top-notch wellness experience. The role calls for a dynamic leader who's passionate about health and helping people improve their long-term well-being. Let me know if there's anything else you'd like to know about the role.

Christian Cortes

8:16

There is not.

Recruit AI

8:18

Alright, 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. Have a great day.

Christian Cortes

8:29

You so much. Have a great one. Bye bye.

Recruit AI

8:32

Thank you. Take care!