

Interview Transcript

Stephen Streich | Jul 8, 2026 at 2:47 PM | en-US

Recruit AI

0:00

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

Stephen Streich

0:14

Okay.

Recruit AI

0:16

Thanks for your interest in the 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. Do you have any questions about the interview format?

Stephen Streich

0:30

Format. It's about to get started.

Recruit AI

0:33

Yes, we're just about to begin. This conversation should take around ten minutes. I'll ask you a few questions to understand your background and experience better. Feel free to ask any questions you have about the role or the company as well. Ready to get started?

Stephen Streich

0:49

Ready to get started.

Recruit AI

0:51

Great! Let's kick things off. Can you tell us about yourself and what attracted you to this opportunity?

Stephen Streich

0:58

Yeah. So my name is Steven Strike. And what attracted me to this opportunity was, you know, I've I've spent the last probably to ten years in a very similar service based brick and mortar type environment. And I've thrived. In that environment. And enjoy it. Honestly. Thinking about being born and raised here in Arizona, in Phoenix and and wanting to make an impact for for my community. I've always found ways to do that. Through my own brick and mortar service businesses that I've I've worked with or for. Over the last decade or so. You know, this this particular role expanding into a new site, and basically having to build something from from the ground up, uh, in a new market is something that I've done well. In the past, and I'm excited to have the opportunity to do again.

Recruit AI

2:06

Thanks for sharing that. It sounds like you have a lot of relevant experience and a real passion for making an impact in your community. Can you tell me about a time when you influenced someone to make a decision or take action?

Stephen Streich

2:19

Absolutely. I'll tell you a story about, uh, kinda last last go around when I worked in a in a similar similar type of environment. So the basically, the largest most well known baseball player development brand based out of Seattle. And they were looking to expand into Phoenix and Tampa. I'm from the baseball background. Played baseball through college. Owned my own gym here in Arizona for a while, so they were familiar with me. Leading up to this. But they gave me a call and said, hey. We're we're looking to expand into into Arizona. And it really started with just basic questions. You know, what's the market like? What should we be priced at, etcetera? And further we got into discussions, the more I realized, hey. I think I think I could be better I I could benefit the company. By being more involved and kinda get them up and running, You know, they were looking at a a specific gym location, uh, but didn't have any foot traffic yet. And so basically raised my hand, uh, and said, hey. I'd love to just be a part of this, help you help you get it up and running. Find, you know, customers, for you guys in in the local market. And so I started started with the company that way. And so I did a lot of you know, gym facility tours and answering questions for clients and potential clients. And converting them into customers and then finding ways to, you know, retain them and and continue to expand our footprint here. In Phoenix. That ultimately led to me just getting promoted and and running the gym in its entirety or the facility in its entirety. For about two years. So yeah, tons of tons of experience. Influencing someone to make a commitment like this.

Recruit AI

4:18

Got it, thank you. It's clear you have a knack for taking initiative and driving success in new ventures. What experience do you have that makes you a strong fit for this position?

Stephen Streich

4:29

I would I would say the last decade worth of building things from from the ground up. In multiple different industries. So, obviously, this is a this is a interesting format to have have this type of conversation. But I'll try to keep it as brief as as possible. So I've opened up my own gym. Ran that, and became an owner operator. I've opened up my own cosmetic tattoo and aesthetic studio with my wife. Which is still up and running. It has been since twenty twenty one. Here in the local market. Uh, and I've also obviously, in the in the previous response, gave you my experience working for a company called Driveline Baseball. That's the name of the player development company that that I went to work for for a handful of years. So I've kind of had you know, now that I look back on it, it's kinda crazy. But look back, and it's been about a decade of working in that brick and mortar service base, owner operator, type function. And it really brought thrived in that position. Uh, and like I said in the beginning, I think I've I've learned to enjoy and appreciate that role. Quite a bit. And so when I saw the opportunity here, kinda did a little bit of of research on my own, I got extremely excited. To to apply and have this conversation because I do think it meets it meets a lot of it lines up with a lot of things that I'm, a, really good at, b, very passionate about, and, c, kinda have the the track record of being able to do at a high level. And so that that's really what drew me to this role. Uh, obviously, the brand, Gary Breka, you know, a well known name, uh, and face. In this industry. Having those resources and that brand momentum kind of behind it already puts it more in line with what I was doing at Driveline, which was very successful as well. Less so on, like, the Bootstrap solo entrepreneur type ventures that I've had from prior to that and and still run with my wife. That's also what makes me excited is there's there's resources and there's backing there. That, I think, is gonna make this just a really fun opportunity to be a part of.

Recruit AI

6:51

Thanks for sharing your journey. It sounds like you've built a strong foundation of experience across various industries, which really aligns well with the needs of this role. What strategies have you used to generate referrals or business-to-business partnerships in the past?

Stephen Streich

7:06

Yeah. So less less business to business, I would say. Obviously, running small small owner operated businesses here in in Arizona. You know, referrals and word-of-mouth, are key drivers, uh, to a small business' success. Building out, you know, kinda like workflow automations, customer journey paths of, like, here's here's how it typically goes with a customer who returns. Here's here's what happens when they don't return, and kind of understanding the patterns that happen with with customers. And then just ensuring that you're as many of the boxes as possible to to give yourself as as good a chance as possible. Of converting them into a customer that has a long lifetime value with the brand. Obviously, keeping them happy, customer satisfaction is is key. I think if you do right by people, um, and they can they can feel that and experience that, the word-of-mouth and the the retention kind of just comes naturally. So I think it all starts with the customer service element of it. Obviously, check your bases, make sure everything's covered. Make sure you have those automated messages going out. Make sure you're following up if there's complaints. Make sure you know, emails are going out. And if you can sequence those based off of b like, pattern and behavior, What I've seen is that works extremely well.

Recruit AI

8:38

That's a solid approach. Understanding customer patterns and focusing on their satisfaction seems key to your strategy. Let's switch gears a bit: what KPI's would you monitor daily, weekly, and monthly if you were managing a sales team?

Stephen Streich

8:54

Yeah. Obviously, how many how many leads we have, how quickly we're responding to those leads, how many I mean, it's hard to it's hard to get the actual KPI without understanding a little bit more about the the strategy of of ULC here. But things like how many tours are being given how many request forms are being filled or responded to in an appropriate time frame? How many of those are converting into you know, customers. How many people are doing some, you know, maybe a a free trial and then are converting into a customer? How much is that customer worth? For the business? How ads are performing, what's our customer acquisition cost, what's our lifetime value of a customer? Those are the types of metrics that I would wanna keep tabs on. On a on a daily, weekly basis. Customer sentiment, know, like, what are the reviews saying? How frequently are people coming back? Into the into the facility. Those are the types of KPIs I would I would measure on a daily basis. And then the flip side of that, more on the operating the business from a, like, a p and I standpoint. Managing your costs, you know, making sure nothing goes out gets out of hand, sure you're paying your people on time and paying them well, making sure you have the right amount of resources available at, you know, peak hours versus downtime hours, checking all the boxes so that the operation runs. Extremely fluidly, or or, like, the the other box of KPIs that you always have to keep tabs on.

Recruit AI

10:36

Thanks for sharing your perspective. You clearly have a comprehensive understanding of critical KPI's that impact both sales performance and operational efficiency. It was great speaking with you today. We'll reach out via email with the next steps in the hiring process if you're selected to move forward. Before we wrap up, do you have any questions for me?

Stephen Streich

10:56

I think I saw the, uh, you know, kind of coming soon. Of this. Here in Chandler. Curious as to what the projected opening date is how far how far away are we from that, and kinda what what other moving pieces are happening right now. To you know, build out staffing, what this like, you know, what's what's the strategy there? What's the strategy with advertising? Uh, you know, I have a bunch of questions. In this format, it might be something that that gets held off on responding to until a few interviews later.

Recruit AI

11:39

I don't have the specific details on the opening date or the moving pieces regarding staffing and advertising right now. These are great questions to ask later in the process when you can speak with someone who has more detailed insights. I recommend bringing these up to the hiring team when you move further along. Is there anything else you'd like to know at the moment?

Stephen Streich

11:58

No. I appreciate your time.

Recruit AI

12:00

You're welcome! It was great to speak with you. If you have any questions later, feel free to reach out. Have a wonderful day!

Stephen Streich

12:07

You as well.

Recruit AI

12:09

Thank you! Take care.