

CHRISTOPHER TAYLOR

General Manager | Sales Leadership | Business Development | Team Development
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Relocating to Florida • Available for Immediate Transition

PROFESSIONAL SUMMARY

Sales-driven business leader with 10+ years of experience growing revenue, developing high-performing teams, and delivering exceptional customer experiences across fitness, health, retail, and service organizations. Proven success increasing membership sales, building community partnerships, coaching consultative sales teams, and improving business performance through leadership, accountability, and operational discipline. Passionate about developing people while helping customers invest in healthier, higher-performing lives.

EXECUTIVE HIGHLIGHTS

- Increased district sales by 35% through sales leadership, KPI-driven coaching, and operational execution.
 - Increased memberships by 40% while improving EFT completion by 30% through consultative selling, referral initiatives, and community partnerships.
 - Developed and coached 23 Store Managers leading more than 70 team members, building a strong leadership pipeline through recruiting, coaching, and succession planning.
 - Directed a 20-location, three-state district with responsibility for \$10M in annual business performance.
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CORE LEADERSHIP STRENGTHS

Sales Leadership • Business Development • Membership Growth • Leadership Development • Team Coaching
• Community Partnerships • Customer Experience • Consultative Selling • Financial Performance •
Performance Management • Operational Excellence • Team Engagement

PROFESSIONAL EXPERIENCE

District Manager

GNC • Arkansas • Oklahoma • Missouri

2018 – 2022

Scope: 20 Location Across Three States • 23 Direct-Report Store Managers • 70+ Employees • \$10M District

- Led a 20-location, three-state district with responsibility for sales performance, profitability, leadership development, staffing strategy, customer experience, and overall business performance.
- Developed and coached 23 Store Managers through structured coaching, performance management, succession planning, and field leadership, strengthening accountability and operational consistency across the district.
- Increased district sales by **35%** through KPI-driven coaching, leadership development, and disciplined sales execution.
- Managed district budgeting, forecasting, labor planning, and financial performance while maximizing profitability and operational efficiency.
- Built a strong leadership pipeline through recruiting, onboarding, coaching, succession planning, and internal promotions, including the successful development of eight Store Managers.
- Partnered with Human Resources, Recruiting, and Regional Leadership to strengthen staffing, leadership capability, and district performance while supporting grand openings, remodels, and operational initiatives.

General Manager / Membership Director

LA Fitness • North Little Rock, AR

2017 – 2018

- Led all aspects of a high-volume fitness facility, including membership sales, staffing, member experience, operational execution, and team development.
- Increased memberships by 40% and improved EFT completion by 30% through consultative sales coaching, referral initiatives, community partnerships, and member retention strategies.
- Ranked #1 in membership sales among three Arkansas clubs for six consecutive months and #3 among eight regional clubs for eight months.
- Built partnerships with local businesses and community organizations that increased brand awareness, generated referrals, and strengthened recurring membership growth.
- Hired, trained, coached, and developed sales-focused team members while building a culture centered on accountability, service, and results.

General Manager

David's Burgers • Conway, AR

2022 – 2023

- Led daily operations of a high-volume restaurant with responsibility for financial performance, staffing, scheduling, guest experience, inventory management, and team development.
- Developed Assistant Managers and supervisors through coaching, performance management, accountability, and leadership development.
- Managed labor budgets, payroll, inventory, and operating expenses while maintaining profitability and delivering an exceptional guest experience.

Owner / Operator

Chris Taylor Remodeling • Conway, AR

2023 – Present

- Own and operate a residential remodeling business with responsibility for business development, budgeting, customer relationships, vendor management, scheduling, and project execution.
- Build long-term client relationships through clear communication, dependable execution, and a commitment to delivering exceptional customer experiences.

EDUCATION

Bachelor of Science, Human Behavioral & Health Sciences

2011– 2016

University of Central Arkansas