

Heather Barbieri

Operations & Management Leader
Health, Wellness & Longevity
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Professional Summary

Operations leader with 20+ years of experience building and leading businesses in the health and wellness industry. Expertise in client experience, practice operations, team leadership, scheduling, vendor management, and operational systems that improve efficiency and consistency. Known for creating polished client experiences, developing high-performing teams, and building practical processes that allow businesses to scale while maintaining exceptional service.

Professional Experience

Business Operations Consultant – Medical Aesthetics & Wellness

Independent Consultant | 2026–Present

- Partnered with ownership of a private medical aesthetics practice to evaluate operational strategy, organizational readiness, and long-term growth initiatives.
- Conducted operational and financial assessments that informed executive decision-making and identified opportunities to improve systems, workflows, and business performance.
- Evaluated compensation structures, operational processes, and reporting systems to improve scalability and long-term enterprise value.
- Developed KPI reporting, standardized documentation, and AI-supported administrative workflows to strengthen execution and operational consistency.

Franchise Owner | Multi-Unit Operator

The Joint Chiropractic | 2021–2025

- Built and operated two successful chiropractic clinics with full responsibility for operations, staffing, scheduling, P&L performance, and client experience.
- Hired, trained, and led clinical and administrative teams while fostering a culture of accountability and exceptional service.
- Managed membership growth, retention, vendor relationships, payroll coordination, and day-to-day business operations.

- Monitored KPIs and operational performance to drive sustainable growth and informed business decisions.
- Developed operational systems and workflows that improved consistency across both locations.

Owner & Personal Trainer

Brookhaven Personal Trainer | 2007–2021

- Built and operated a private personal training business serving a high-touch clientele.
- Achieved a 90%+ consultation close rate while growing revenue more than 80% year over year.
- Managed scheduling, client communication, programming, billing, and business operations.
- Built long-term client relationships through exceptional service and individualized wellness planning.

Executive Assistant / Office Manager

Injoy Stewardship Services (John Maxwell Organization) | 2003–2009

- Supported executive leadership through complex scheduling, project coordination, travel management, and operational support.
- Developed standardized administrative systems and trained support staff across the organization.

Core Skills

Operations • Client Experience • Team Leadership • Scheduling & Staffing • Vendor Management • Operational Systems • KPI Reporting • Process Improvement • Membership Growth • P&L Management • Executive Support • AI Productivity & Workflow Automation