

Interview Transcript

Heather Barbieri | Jul 10, 2026 at 5:03 PM | en-US

Recruit AI

0:00

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

Heather Barbieri

0:07

Thank you.

Recruit AI

0:09

Thanks for your interest in the Ultimate Longevity Center General Manager - Boca, FL 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 might have about the role and company. It should take around 10 minutes. Do you have any questions about the interview format?

Heather Barbieri

0:34

Yeah. This is very different than what I'm used to.

Recruit AI

0:38

I understand it might feel a bit different, but it's a great way for us to get to know you better. If you have any questions along the way, feel free to ask. Let's get started. Could you tell us about yourself and what attracted you to this opportunity?

Heather Barbieri

0:57

Yeah. Absolutely. I've been in the health and wellness industry for about twenty plus years. I started as a personal trainer in Atlanta, Georgia. I built a very successful personal training studio. Loved helping people, making their lives better. After that, it segued way segued into being a franchise owner down in South Florida. I had a couple joint chiropractic clinics for several years. Those did really well. Some of the top performers in our region, some of the top salespeople in our state. And loved, again, making people's lives better. I recently had a consulting gig. Oh, I did take a year off to to take a year off. We sold the business. I kind of didn't expect it to sell so fast, so I took some time off to travel and and decide what I wanna do next. And then, um, I kind of ended up in this role for a med spa. And I really enjoyed being back in the game. I enjoyed using my skill set, and I enjoyed the med spa side of things that there was more than just, like, one product, more than one service. And I've been using I've been following Gary Brexa for years, so this was really exciting to see his I was actually really excited to see that he started franchising which was great. And so then to see that there's gonna be one locally was very exciting as well. So it just it really seemed to align. And I've been biohacking since before it was a word. I've been using red light since it was considered woo woo. I've been doing IVs, for years and peptides since it was considered taboo. So I just I love everything health, wellness, longevity, and I think very highly of Gary Brexa. So I think very highly of this franchise. And so that's a little bit about me.

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2:58

That's great to hear. It sounds like you've got a rich background in the health and wellness space. Your experience with personal training, managing chiropractic clinics, and getting into consulting with a med spa seems like it aligns well with the goals of this role. It's wonderful that you're familiar with Gary Breca and his work, and you seem passionate about health and longevity. Now, could you tell me about a time you influenced someone to make a decision or take action?

Heather Barbieri

3:29

Influence. I like to I like to influence by two ways. I like to lead by example, for sure. So anything I do, health and wellness that I've you know, convinced other people to do has been either by leading by example and or educating. So I like to educate people so they understand the benefits of health and wellness, the benefits of training, the benefits of chiropractic, the of peptides, whatever that looks like.

Recruit AI

4:02

It sounds like leading by example and education are key strategies for you when influencing others. Can you share a specific instance where one of these strategies successfully convinced someone to take action?

Heather Barbieri

4:08

Mean, that's such a broad question for somebody like me who's been a business owner. I mean, I have success rate as having a personal training studio. I had high retention. In my first year alone, I I it was eighty five new clients and ninety percent retention. So, you know, take action to change their life, get better, get fit, A lot I didn't have a lot of turnover. I had a lot of wait list for that. You know, and then also people taking action when I had the chiropractic clinics. Chiropractic clinics would be, um, teaching people that come in what the benefits of their adjustments are and the the reason to stick with a program versus a one and done.

Recruit AI

5:06

That's impressive. It seems like your ability to educate and lead by example really supported your success in both personal training and chiropractic businesses. Maintaining high client retention and cultivating loyalty clearly shows your influence. Let's dive into what experience you have that makes you a strong fit for the General Manager position. Could you share more about that?

Heather Barbieri

5:29

Um, well, I'm incredibly computer savvy. I obviously know the back ends of business as, you know, addition to, obviously, the front ends of business. So I know operations. I know p and l. I know KPIs. I know hiring. I know firing. I know training, onboarding, build out, even for build out for franchising. I know selling a business. I know

Recruit AI

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It

Heather Barbieri

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everything. I'm really strong with CRMs. I love systems and CRMs. Part of the operational that I just did recently was, um, coming in. It was a clinic that didn't, uh, scale with their growth. They grew so fast that they didn't really implement good training and systems into their business. So I came in to help analyze that and help them streamline that. So I'm really good with organization streamlining software, implementation and I use AI way above your average user.

Recruit AI

6:38

It sounds like you have a well-rounded skill set, from handling operations and financials to implementing systems and using AI effectively. Your ability to streamline processes and improve organizational efficiency is crucial for this role. Thanks for sharing that. What strategies have you used to generate referrals or business-to-business partnerships in your past roles?

Heather Barbieri

7:00

Good question. What strategies have I used for referrals?

Recruit AI

7:06

Take

Heather Barbieri

7:06

Well, you know, honestly, providing such an excellent experience in the businesses I've ran that referrals are natural, like a natural something that happens naturally with my patients or clients as a result of that. For example, with my personal training business in Atlanta, I didn't do a lot of marketing and ad advertising. It was a lot of word-of-mouth. With my chiropractic franchise, we we got a lot of Google reviews. And so we felt like the Google reviews spoke for themselves. So we had the highest Google reviews for that franchise in all of Florida. And so I felt like that was a great way to naturally obtain new patients as a result of that.

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8:04

It seems like creating a strong client experience and focusing on organic growth through word-of-mouth and positive reviews have been effective strategies for you. Building such a positive reputation is valuable for driving referrals and growth. Moving on, what KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

Heather Barbieri

8:27

Obviously, it'd be sales conversion retention. Um, memberships are very important. Those would be the the key performance indicators. Retention is is really big. You can have a lot of conversion. You can be like, oh, we had a hundred people that came in. And ninety people converted, but then you look that, let's just say, eighty people canceled. So it's really, uh, you didn't you didn't have ninety people convert. So you know, looking at all sides of the metrics, not just the upside.

Recruit AI

9:01

Focusing on not

Heather Barbieri

9:03

Sorry. This is this is kind of weird interviewing with a robot, by the way.

Recruit AI

9:08

I totally understand. It might feel a bit different, but I'm here to help make this process as smooth as possible. Is there anything else you'd like to discuss about your approach to managing or tracking KPIs?

Heather Barbieri

9:21

No. I mean, I'm I'm super analytical. I like to have systems. The way I work I I did it with, um, the consulting gig I just did. And with my franchise businesses. I had something I called a daily business book or a digital blue book that's interchangeable, and it would be a employee facing active Excel sheet that they would fill out every month, and we would have our monthly goals for sales, conversion, retention, new patients, all of that kind of stuff and then we would break it down into the daily goal. And for for MedSpa or something like this, if there's different departments, we might break it down by department. So let's just say the peptide department, their goal for the day, is a thousand. The IV department, their goal for a day is a thousand. And what I liked is I liked all employees to be invested in the goal so that, you know, the numbers were just as important to them. So we would have the Excel sheet that had the monthly goal, then we would have the daily goal. And then at the end of the day, you you put in the numbers, and it would recalculate for the next day to help us stay on target.

Heather Barbieri

10:34

If that makes sense. It's hard to explain without showing.

Heather Barbieri

10:48

Hundred percent. Sorry.

Recruit AI

10:53

No worries at all. It's great to see how you prioritize team involvement and data-driven goals. 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?

Heather Barbieri

11:12

No. The one thing I just didn't get a chance to say is that one thing that is really important to me as a business owner in an industry where there's a lot of competition is the quality of service that we provide as the staff, as the employees. And so, um, that's one thing, you know, that's one thing I focus on with my employees is that that's be the differentiator from us versus the guy next door is the quality of the experience that people have when they walk in the door.

Recruit AI

11:45

That's a great point. Ensuring a high quality of service can really set a business apart in a competitive market. Thank you for sharing that. If you have no other questions or thoughts, feel free to end the call when you're ready. Have a great day!

Heather Barbieri

12:01

Thank you for your time.

Recruit AI

12:04

You're welcome. Take care!