

ROBERT GONZALEZ, M.S.

Operations | Workforce Solutions | Business Development Leader

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EXECUTIVE PROFILE

Operations, workforce solutions, and business development leader with more than 20 years of progressive leadership experience driving organizational performance, developing strategic client partnerships, and leading teams across staffing, retail, fitness, real estate, and regulated industries. Recognized for opening new markets, leading complex operational initiatives, recruiting and developing talent, and delivering measurable business results.

SELECTED CAREER HIGHLIGHTS

- Selected as 1 of only 7 leaders company-wide to represent 24 Hour Fitness in partnership with the U.S. Olympic & Paralympic Committee.
- Supported the grand opening of 3 new 24 Hour Fitness locations.
- Led the operational integration and rebranding of 2 acquired 24 Hour Fitness clubs.
- Selected for the grand opening of 4 Sleep Number stores.
- Served as Home Show Captain, leading participation in 3 major home show events annually.
- Opened 6 new staffing accounts and reactivated 3 dormant client relationships.
- Led organizations with up to 170 employees and staffing operations supporting 120+ contingent employees.

LEADERSHIP EXPERTISE

Business Development • Workforce Solutions • Branch Operations • Strategic Accounts • Recruiting Leadership • Talent Acquisition • P&L Management • KPI Management • Employee Relations • EEO • FMLA • OSHA • Organizational Development • Change Management

Technology: Salesforce • HubSpot • Avionté • iCIMS • ADP • BambooHR • Microsoft 365 • Microsoft Teams • Google Workspace • Zoom

PROFESSIONAL EXPERIENCE

Wise Staffing Group

Business Development Manager | 2026–Present

- Opened 6 new client accounts and reactivated 3 dormant client relationships.
- Develop workforce solutions across manufacturing, logistics, warehouse, industrial, administrative, and professional sectors.
- Manage the full business development cycle while partnering with recruiting teams to deliver staffing solutions.

Go-Staff, Inc.

Division Manager | 2021–2022

- Directed staffing operations supporting 120+ contingent employees across 30+ client accounts.

- Led 17 internal team members including recruiters, business development managers, transportation staff, and an assistant branch manager.
- Oversaw recruiting, onboarding, workforce planning, dispatch, safety, client service, and branch performance.

Holland Associates Real Estate

Brokerage Branch Manager | 2023–2025

- Directed recruiting, onboarding, compliance, coaching, operations, and business development.
- Improved operational consistency through structured leadership and process improvement.

24 Hour Fitness

General Manager | 2015–2019

- Led a flagship operation exceeding \$8M annually while managing approximately 170 employees.
- Improved dues revenue 37%, increased employee retention 30%, and reduced attrition 13%.
- Earned four promotions and was selected for multiple grand openings, acquisition integrations, and corporate representation with the U.S. Olympic & Paralympic Committee.

URBN Leaf

Dispensary Manager | 2020–2021

- Led a 17-person team while managing compliance, hiring, scheduling, inventory, and customer experience.

Sleep Number

Store Manager | 2009–2015

- Selected for the grand opening of four new stores.
- Served as Home Show Captain, leading three major home show events annually.
- Consistently exceeded sales goals while developing high-performing teams.

EDUCATION

University of Arizona Global Campus

Master of Science, Organizational Development & Human Resource Management (2022)

Bachelor of Arts, Psychology (2018)

LICENSES & CERTIFICATIONS

Florida Real Estate License

OSHA-10 Certification

AED, CPR & First Aid Certification