

PETER GUZMAN

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PROFESSIONAL SUMMARY

Dynamic Fitness Operations Leader and NASM Master Trainer with over 35 years of success in owner/operator, corporate trainer, and management roles. Expert at engineering scalable personal training revenue systems and cultivating elite coaching teams. Orchestrated a 22-coach department at Crunch Fitness, consistently generating \$1.4M+ in annual revenue through strategic sales systems, KPI-driven performance management, and rigorous staff development.

CORE SKILLS

Trainer Development • Personal Training Sales • Trial-to-Paid Conversion • Retention Strategy • SOP Development • KPI Dashboards • On-Floor Coaching • Workshop Facilitation • Incentive Structures • Program Design • Franchise/Corporate Training • Revenue Growth • Client Acquisition • Staff Hiring & Performance Management

PROFESSIONAL EXPERIENCE

Crunch Fitness

Personal Training Manager | Nov 2020 – Present

- Directed recruitment, onboarding, and continuous development for a 22-coach personal training team, fostering a high-performance culture.
- Spearheaded departmental growth to achieve \$1.4M+ in annual PT revenue, meeting 100% of KPIs for two consecutive years.
- Optimized sales coaching and incentive structures, significantly increasing trial-to-paid conversion rates and average transaction value.
- Analyzed performance via KPI dashboards, delivering comprehensive reports to stakeholders while providing on-floor technical coaching and role-play sessions.
- Earned multiple "PTM of the Month" honors for exceptional leadership and operational excellence.
- Master Trainer

Papi G Fun Fit

Owner / Head Coach | (2020- present)

- Launched and managed a premier online coaching platform, providing individualized programming and high-touch client retention strategies.

UFC Gym Franchise Co.

Senior Regional Coach & Franchise Master Trainer | 2013 – 2015

- Standardized coach development across the franchise, delivering workshops and certifications to over 190 coaches at multiple locations.

- Advanced staff proficiency in group class delivery, personal training sales, and elite on-floor coaching techniques.

LA Boxing

General Manager | 2011 – 2013

- Managed full-cycle facility operations, including localized marketing campaigns and membership acquisition strategies.
- Oversee staff lifecycle from recruitment and training to performance evaluation and career pathing.

Tiger Schulmann's Mixed Martial Arts (TS MMA)

Head Instructor / Owner | 1993 – 2010

- Established and operated a successful martial arts facility for 17 years, overseeing curriculum development, sales, and community events.
- Maintained status as a top-tier sales performer while managing all marketing and staff operations.

EDUCATION & CERTIFICATIONS

EDUCATION

A.A., Humanities | SUNY Rockland

CERTIFICATIONS & TRAINING

NASM Master Trainer

NASM Certified Personal Trainer (CPT)

Precision Nutrition Level 1 (PN1) Coach

Certified Conditioning Coach

My Steady Mind — Level 1 Stick Mobility Certified

NASM Specialties: MMA Conditioning, Corrective Exercise, Youth Exercise, Group Personal Training

TS MMA: 4th Degree Black Belt Master Instructor

UFC Gym: Master Trainer

TRX Certified | DOT FIT | CPR Certified

ADDITIONAL

Co-author/presenter of S.A.V.E. (OSHA-approved safety/de-escalation program). Experienced public speaker, community outreach leader and coach-of-coaches.

References Rob McCullough, Rob Rettmann