

DEBORAH L. HEISLER

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VICE PRESIDENT | OPERATIONS ◦ PROFESSIONAL SERVICES ◦ CORPORATE PARTNERSHIPS ◦ GROWTH STRATEGIES

- Senior Multi-Site Operations Management
- Revenue & Profit Growth | Cost Controls
- Customer Service | Success Leadership
- Performance Management | KPIs | Metrics
- Customer Journey | Retention Strategies
- P&L Management | Capital/Operating Budgets
- Strategic Business Plan Development | Execution
- B2B Client & Partner Relationship Management
- Process Improvement | Operational Excellence
- New & Recurring Business Negotiations | Growth
- Senior Leader & Team Management
- Operational Program Development
- Sales Operations Strategies
- Employee Training | Development
- Risk Management | Mitigation

B2B Key Clients/Partners: NXP Semiconductors | Zebra Technologies | 92NY | Motorola Solutions | AMD | Aimco | Mosaic | HSBC | SAP | Chevron | Google | eBay | BJ's Wholesale | Continental | CH Robinson | Providence Healthcare | Medco | Nations Insurance

PROFESSIONAL EXPERIENCE

ACTIVE WELLNESS (formerly Active Sports Club and Club One)

North America Fitness Management Company specializing in the design and operation of commercial, multi-tenant, corporate, community, and medical fitness centers, providing fitness programs and wellness services for corporations and businesses and their clients and employees.

Regional Vice President of Operations | 2021-March 2026

- Directed the operational strategy for 3 commercial fitness centers averaging 40K square feet+, 4 corporate clients (NXP Semiconductors, Zebra Technologies, Motorola Solutions, and AMD) with 11 locations, and 6 multi-tenant corporate locations located throughout 12 states in the US and Toronto, Canada, developing strategies to grow the locations while ensuring the highest operational standards and profitability.
- Responsible for the P&Ls for 15 locations with indirect responsibility for the other 7 locations, managing a team of 13 direct reports, including Directors and Managers, and 160 indirect reports overseeing revenue growth, leadership, operational systems, processes, and site performance to grow membership from 15K to 81K+.
- Assumed operational responsibility for the implementation of the Paycom HRS/Payroll System company-wide for over 400+ employees.
- Guided the comprehensive B2B development to gain new clients, ranging from strategic marketing outreach, RFPs, sales, new client presentations, and contract negotiation to secure new clients, including the Beach Club, a 45,000-square-foot commercial fitness center in Minneapolis, MN.
- Partnered closely with the corporate executive team to focus on EBITDA and overall club profitability, including developing reports for quarterly investor review.
- Assumed management responsibilities for 6 newly acquired facilities, including hiring and onboarding all staff, including previous employees, transitioning systems, developing CapEx needs, and creating a full operational checklist by department.
- Deployed new company-wide safety training, attaining 100% compliance in 3 months and a reduction in workers' compensation claims.
- Implemented recovery programs in 7 fitness centers, including red light therapy, compression therapy (Normatech), and cold/heat therapy.
- Deployed Welld, a medical fitness software and assessment tracking system, at all companies in conjunction with the Director of Wellness.
- Revised current Member Experience and Member Conflict Training Programs, creating a virtual experience with videos and ensuring 100% compliance through our learning management system, increasing the average NPS score for 50 sites by 15 points to an average of 71.
- Created key stats reports for all sites, department head action planners, and Personal Trainer business plans with 98% compliance in 6 months.

Key Achievements

Championed the growth of 21 center locations, increasing revenue by 350%

Achieved 100% account and staff retention in 2025 and Q1 2026

Implemented and enhanced Member Journey, resulting in a 10% boost in membership revenue, a 30% boost in ancillary revenue, and a 3% decrease in member attrition in 2024

Developed coaching and mentorship strategies, working closely with senior managers to grow and develop their careers within the company, promoting 3 to Director and regional leadership roles

Director of Operations – East Coast | 2016-2021

- Managed the full P&L for 20 commercial, community center, corporate, and group exercise locations throughout the Eastern US, developing and executing the growth strategy that increased revenue from \$450K to \$3M and exceeded overall financial deliverables.
- Led and directed a team of 7 direct and 250 indirect employees, including Regional Managers, General Managers, and Sales Directors, providing employee development and mentorship initiatives to grow 7 employees to Regional, GM, and Director levels.
- Transitioned management of a large community center to Active Wellness management, including onboarding 250 employees and 6K new membership units.
- Headed the COVID response strategy, including the shutdown and furlough of 225 employees, reorganization of terms and duties, changes in facilities operations, and creation of COVID protocols specific to each state, county, and local guidelines.
- Developed new processes, procedures, and materials in response to COVID, including employee intake forms, member intake forms, return-to-work forms, facility reopening guidelines, cleaning checklists & protocols in the facility if someone tested positive, a shutdown member survey, and a reopening survey.
- Implemented new technology and processes, including Welld, Mind Body, Medallia, My Zone studio-based heart rate training, group exercise class tracking through the MBO, online sign-up for membership via the website, app, QR code, and a new company app for all sites.

Key Achievements

Instrumental in pivoting 60 sites and 20K+ members from in-person to virtual fitness programs upon the COVID shutdown

Developed and orchestrated the rollout of the Communicable Disease Prevention Program Manual, training 100% of all employees within 3 months, and used as an industry benchmark across all IHRSA sites

Regional Account Manager | 2015-2016

- Managed the P&L for 3 large commercial fitness centers for clients Aimco and 92NY and 3 corporate multi-tenant fitness center locations covering the East Coast and MN (sister account), increasing revenue from \$250K to \$450K in 15 months.
- Oversaw a direct team of 6 General Managers and Program Managers and an indirect team of 125 center employees across operations, fitness, sales, and support, including health and fitness programming, sports, and recreation.
- Responsible for assessing and monitoring P&L performance, including capital requisitions, developing strategies to exceed budgeted goals, meet operational standards, and lower costs, increasing the bottom-line profitability.
- Accountable for the management of client budgets, fitness center budgets, monthly dashboards, live membership reporting, and weekly operations reports to support all fitness operations and programs, chiropractic and acupuncture services, sports (basketball, tennis, and aquatics), and spa services, including saunas and steam rooms.
- Continued growth and development of client relations between Active Wellness and Aimco & 92NY partners by implementing effective communication strategies to help support both parties' strategies and goals, and development and upkeep of KPI dashboards to provide reporting to executive leadership.
- Completed a comprehensive analysis of all site demographics, competition, and marketing, creating market-specific strategies to decrease attrition by 20% at all sites.
- Worked with the management team on developing action plans to improve onsite operations and performance while mentoring individuals on personal development and growth, promoting one AGM to General Management.
- Worked cross-functionally with center operations teams on the implementation of My Zone heart rate-based training, Medallia/MXM, and the Perkvill Fitness Reward System to engage, reward, and retain members through social media platforms and referral growth.
- Curated and implemented a 3-module member experience training program, rolled out to 100% of employees within 6 months.

Key Achievements

Developed and implemented a retreat for 25 GMs and 7 Fitness Managers, sharing best practices and developing individual Action Planners and KPI reviews, resulting in 90% achievement of all KPIs within 6 months

Restructured membership categories and increased rates based on competitive analysis, increasing membership dues by 42%

Retained 100% of current B2B partner contracts and attained 3 new corporate contracts within 18 months

General Manager - Flamingo Fitness Center | 2013-2014

- Spearheaded the turnaround and full P&L management of the private Miami Beach signature residential resort gym located in the upscale Flamingo Point with 6K residents, increasing the membership from 800 to 1,700 and revenue from \$75K to \$250K.
- Supervised 2 Managers and 38 front-line employees overseeing the operations of the full-service fitness center, including fitness operations, small group training, personal training, group fitness, Pilates, steam room, massage, acupuncture, and basketball.
- Oversaw a full equipment renovation, facilitating the installation of \$350K in new equipment, facility redesign, and project completion.
- Collaborated with the Fitness Manager and personal training team to develop and implement Pilates reformer classes, basketball leagues, and running groups, and created a small group training program, growing ancillary revenue by \$60K within the 1st year.
- Championed new technology deployment and transition from the Motion Soft Member management system to Mindbody, including utilizing the white-labeled MindBody app to maintain a 95% membership retention.

Key Achievements

Hired, developed, and trained a new Fitness Staff, increasing personal training revenue from \$8K monthly to \$16K+ monthly

Spearheaded a staff restructuring leading to ancillary revenue growth and monthly membership sales of over \$15 K.

Senior Program Manager | 2007-2012

- Managed the full P&L and operations for a single facility with additional accountability for the P&L (in partnership with the GMs) at 3 corporate account facilities for AOL, 3Com, and EMC in the Northeast and Florida, increasing revenue from \$300K to \$400K.
- Led a team of 18 employees overseeing the development of the innovative fitness program and daily operations, including fitness and personal training, group exercise, and Pilates for all the sites with a total of 4K members.
- Developed new hire orientation and Program Manager training for 1K employees with a 100% participation rate within 6 months.
- Participated in the club management transition after being bought by Club One, Inc., ensuring a member retention of 92%.
- Championed the strategic development, negotiation, and attainment of new corporate fitness contracts, resulting in \$100K ARR.
- Renegotiated current contracts, achieving 100% partner retention over 4 years.
- Leader of the company-wide Program Committee, leading 50+ GMs across the company in developing and implementing programs across all 50+ sites.

Previous Positions: Active Wellness | **Program Manager (2003-2007)** / New Tampa YMCA | **Group Fitness Coordinator (2001-2004)**

EDUCATION / ASSOCIATIONS

Master of Education in Curriculum and Instruction | 2001

Bachelor of Arts in Communication Studies | 1998

University of South Florida

State University of New York College at Oswego

Associations: HFA | **Member (2005-Present)** / | March of Dimes/March for Babies | **Ambassador (2013-Present)**

TECHNOLOGY COMPETENCIES

ABC Financial | ADP | Advanced Excel (Macros, Formulas) | Canva | Constant Contact | Conversica | CRM | Dropbox | EGYM | Exact Target | G Suite | Google Analytics | Google Forms | Google Suite | Google Docs | GoToMeeting | Group Ex Pro | Gym Sales | HubSpot | iMovie | InBody | Instagram | Keynote | LinkedIn Recruiter | Medallia | MS Office Suite (Access, Excel, OneNote, Outlook, PowerPoint, Publisher, Teams) | Mind Body | MOSO (Motion Soft) | MXMetrics | My Emma | Novatime | Paycom | Photoshop | POS | Prezi | Rally | Salesforce | Slack | Smartsheet | SurveyMonkey | TractionRec | Twitter | UKG | VeriSign (Digital Certificates) | Virgin Pulse | WebEx | Welld | Wix | YouTube | Zoom