

KAREN M. RAISCH-SIEGEL, MS, FABC



(216) 410-5654



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6468 Pierless Avenue, Sugar Hill, GA 30518

About Me

Relocating back to Florida

After a highly successful career in the health and fitness industry, I am excited to explore new opportunities as my husband and I relocate back to Florida to be closer to family. I look forward to bringing my leadership experience, passion for health and wellness, and commitment to exceptional member experiences to an organization where I can make a meaningful and lasting contribution.

Experience Atlanta Athletic Club, Johns Creek GA: 12/24 to Present

Director of Athletics

- Oversees operations for multiple departments: Fitness operations, Aquatics/Swim team, Youth Activities, and the Retreat Spa.
- Responsible for meeting member needs and growing personal training and pilates reformer programming.
- Administers communications regarding activities/programs/events and updates website consistently.
- Meets and collaborates with Athletics Committee to establish rules, regulations and daily operational procedures/guidelines.
- Takes an active role in the retention and success of members and programs.
- Develops relationships with the board members to determine long term strategies and vision for the department.
- Selects, trains, supervises, develops and evaluates all employees in department.
- Oversees maintenance, safety and cleanliness of equipment and facilities.
- Is an active member of the senior leadership team achieving annual and quarterly goals.
- Assists departmental management staff in implementing club policies, goals, operating procedures and standards.

Southwest General Health Center, Middleburg Heights, OH: 08/00 to 07/24

LifeWorks Executive Director: 12/03 - 07/24

- Accountable for the success and growth of a for-profit comprehensive fitness center, owned by a non-profit health system. Responsibilities include achieving/exceeding: net margin, EBITDA, member experience and staff engagement.
- Manage a facility budget of \$3.5 million, over 65 staff members and over 5,300 members.
- Responsibilities include the complete business operations: sales growth, member retention, staff recruitment, fully loaded budget, marketing, branding, community relations, facilities, aquatic center and grounds.
- Responsible for staying current with industry trends, develop new programming, business opportunities and build new community relationships and collaborations.
- Create member experiences to continually reinforce the behavior of living a healthy lifestyle.
- Represent LifeWorks and the Health Center in the community through business to business networks, Chamber of Commerce and other community activities.

Hospital Director of Comprehensive Women's Health Care: 08/10 - 09/16

- To grow and brand the comprehensive women's services at Main campus, Brunswick and Strongsville locations.
- Developed and built the Seasons of a Woman's Life Community membership. Activities and services were implemented to build relationships within the community and brand Southwest General Hospital as a leader in women's health.
- Enhanced services and education for women by creating new programs and marketing.
- Created and implemented the Fitness is Power® exercise program for breast cancer survivors. This is a fully funded program through donor relationships and special events.
- Enhanced women's services to employees through special programs such as the Employee Screening Mammogram program and pelvic floor program.

Baldwin Wallace University, Berea, OH, 08/13 - 06/16

Adjunct Professor

- Instructed a senior level course in Fitness Management and Promotion

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Education

University of Akron, Akron, OH

M.S. - Exercise Physiology and Adult Fitness
GPA 4.0

University of Florida, Gainesville, FL

B.S. - Advertising and Business Administration

Parma Community General Hospital, Parma, OH

Basic Dysrhythmia Interpretation
Fitness Instruction Program

Certifications

Basic Life Support: The American Heart Association, since 1999

Group Exercise Instructor: The Aerobics and Fitness Association of America, since 1989

Pilates Mat Instructor: The Powerhouse, 2003

Spinning Instructor: Johnny G. Spinning Instructor, November 1997

First Responder: State of Ohio, 2000 - 2020

Advanced Cardiac Life Support: The American Heart Association, 1999

Primary Certification Skills Examiner: The Aerobics and Fitness Association of America, 2000

Kickboxing Instructor: Thomas the Promise Enterprises, 2000

BodyPUMP Instructor: The Step Company/Les Mills International, 1998

PACE (land arthritic class) Instructor: Arthritic Foundation, 1999

Affiliations and Awards

- Board Member of the Middleburg Heights Chamber of Commerce
(Served 1st VP '22, '23, 2nd VP '08, President '09 & '10)
- Board Member for the Olmsted and Berea Chamber of Commerces
- Advisory committee member of the Sports & Fitness Department, Cuyahoga Community College
- Advisory committee member of the Sports & Fitness department, Polaris Career Center
- REX Roundtable for Executives' Member, 2013 - 2023
- Fellow of the Advisory Board, May 2007
- 2010 recipient of the Chamber of Commerce Bright Star Award
- 2004 recipient of the Women of Professional Excellence Award
- Member of the American College of Sports Medicine's Alliance of Health and Fitness Professionals
- Member of the Medical Fitness Association
- Member of the Aerobics and Fitness Association of America
- Zumba Instructor - Zin Membership 2007 - 2013