

Interview Transcript

Karen Raisch-siegel | Aug 5, 2026 at 6:26 PM | en-US

Recruit AI

0:02

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

Karen Raisch-siegel

0:08

I'm good. Thank you.

Recruit AI

0:11

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

Karen Raisch-siegel

0:31

No. Thank you.

Recruit AI

0:34

Great! Let's get started. Could you tell us about yourself and what attracted you to this opportunity?

Karen Raisch-siegel

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Well, number one is that we are looking to relocate and move back home to Florida. I did recently, about two years ago, I did take a position here in Georgia. Which has been absolutely wonderful. Uh, but the reality of the situation is that my daughter moved to Saint Pete, Florida. My family already lives there, and it's just my husband and I here. And we're just prioritizing family above career. Um, I've been in executive role love building teams. I'm a bit hands on. Um, I still actively teach classes. I do personal train, and all this is kind of on the side of my director of athletics position. So I'm very passionate, and I and I just try and to just open my mind and say if there's something that seems appealing that is attractive to me, And for the long haul, I mean, you'll see that my previous position, was there for almost twenty four years, You know, you're really looking for that longevity and to provide anything that I can, um, to have it a stronger and great organization. And I love people, so, um, I'm get very excited and passionate about health and fitness and helping people and making connections. And that's something too I miss about this current role that I don't have, that I had my previous role. And that's the different partnerships and, um, able to build things. A little differently. So that's it.

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2:11

It sounds like you're very dedicated to both your family and your career, which is wonderful. Your passion for health, fitness, and building strong connections really aligns with what we're looking for in this role. Could you share a time when you influenced someone to make a decision or take action?

Karen Raisch-siegel

2:30

Good question. A time I influence someone to make a decision or to take action. I would say when I received one time a gift, I was over women's health as well in my previous role. And it was five five thousand dollars.

Recruit AI

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It sounds like there's an

Karen Raisch-siegel

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And I act had a nurse practitioner reporting to me. Long story that she was wonderful. I wanted to create something special, and we created a fitness as our program for breast cancer survivors. And it was taken in and and and giving he could do that. But also, to you know, as far as, um, it goes for the program, it still exists today. And, um, I would say most recently, probably our fitness program manager My style of leadership is a little different than my predecessor. He was more focused on personal training. Um, he had a bunch of clients. My goal is growing people. And for her, you people really knows the difference, and I would attribute that said, all I did was open the door. And allow her to walk through it and do what she does best. And give her the guidance and leadership and direction that she needs to be as successful as she can be.

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3:56

That's a fantastic example. It really shows your leadership style and your ability to empower and mentor others. What experiences do you have that make you a strong fit for this position?

Karen Raisch-siegel

4:01

Well, like I said, I had many years. Um, I was a for profit department for a hospital. So a lot of self learning. A lot of mistakes early on. I mean, I'm the first to admit it. My greatest strength is also my greatest weakness, and that tends to be how quickly I would move through things. I think even taking this new role you know, a lot more patience. A lot more observations, getting to know people, getting to know their strength, their weaknesses, where can they be best suited. Um, I think building relationships as well. And getting people excited about health and fitness. And wellness and all that good stuff. And it's also about getting everyone excited whether it is a staff member or a member about you know, taking the first step from where they are now. And I think that's the biggest thing. So I love all those connections and bringing people together and optimize, um, their growth. I am also I should say, very, um, motivated by data and I love things growing, whether it's financial growth, member growth, team member engagement growth, or connections. You know? And it's something of keeping people motivated. Um, all those things together makes up me. Would say if you were to test me, you know, my skills are I'm a director, but I'm also a promoter. So if you understand, I'm also a certified, uh, group exercise instructor. So that tells you a little bit how excitable I can be and kinda get everybody excited about whatever we're discussing.

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It's clear you have a wealth of experience and a passion for driving growth and engagement, both in business and in people. You mentioned your interest in building relationships and making connections. What strategies have you used to generate referrals or business-to-business partnerships?

Karen Raisch-siegel

6:03

Well, for business to business, um, I was very active in a lot of chamber of commerce. I was actually on quite a few boards for the chambers, um, to that were tactical and some more strategic. And building relations to me is takes time. It's not something one and done. You know? It's a matter of someone getting to know me and what we stand for. Whatever the business is. And, and what we can offer them, as well as us learning them to make sure on both sides. So couple, um, relationships. This is more of a recent one before COVID was with the Medina Creative Cafe. They actually, um, give those adults with disabilities a chance to, um, learn and grow. They work and they live in special housing, and they run cafes. And so I was able to create a partnership with them. We got to know each other. And they came in to run our cafe. So it's always looking to where's the opportunity. And how do we become problem solvers. You know? Can I provide you a solution? And along with that, comes the part of integrity to say, you know what? We may not be right for you, but you know, this other place, like, where I was before, we had city recreation centers. If I had a family coming in, I'd be like, you know what? Probably best for you is be at the recreation center. Um, I know most companies don't wanna hear that, but in the long run, when you have integrity in the front and build those kind of relationships, it pays off. It really does.

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7:33

Building genuine and lasting relationships really sounds like a strength of yours. Now, let's switch gears to talk about metrics. What KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

Karen Raisch-siegel

7:47

Oh, sales team? Well, first, the sales. We need to know what's the sales quota. We also need to understand why. That's very important to understand. The business aspect. I mean, no margin, no mission. Generally, it's kind of how I've come up. So it's also the educating those underneath me on why this is important versus just saying this is important. And listen, when it comes to health and fitness, I don't feel like it's selling anything. It's an easy sale. It's it's just what's best for the the individual, for all of us. And you can't go wrong. So that's what I love about it. So I guess, you know, for us, it was always, um, new sales, you know, attrition. So how well are we keeping the current relationships we have? We don't have to fight so hard to get the new relationships. You know? And also looking for, uh, great marketing strategy to attract people to us. And being open to what's new. What has been working, but also get maybe what hasn't been working and make those changes necessary. Stay in the front of it. Like, I view that what we're in, this is a living entity because it's full of people. You can't help that. So it's always changing. And know, to teach the team to always embrace, um, embrace that learning. But, also, I think when it comes to sales, we're just talking about sales metrics. Which really important is for people to be well trained. They need to be educated. They need to have the eye They need to have the buy in. And I I feel like that's really important and to have that match up right there. Because I think doing that on the forefront will pay off in the back end. Versus saying, oh, you need to have a hundred sales this month. Okay. Great. Person's not gonna last long. I really want people to be in there and believe what I believe. And they're not really selling anything. They're just solving. Things for people. They're giving them options in life.

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9:44

Focusing on both sales performance and maintaining strong relationships, along with training and education, is a comprehensive approach. It seems like you emphasize the importance of understanding the why behind metrics and truly engaging the team. 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 before we wrap up?

Karen Raisch-siegel

9:58

Nope. Thank you.

Recruit AI

10:11

You're welcome. If anything comes up later, feel free to reach out. Have a great day!

Karen Raisch-siegel

10:19

Oddly to say, you do.