

BRANDON BIKOFF

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DISTRICT / REGIONAL OPERATIONS LEADER

Multi-Unit Performance • P&L; Ownership • Revenue Growth Strategy

Senior multi-unit operations and sales leader with 10+ years of experience scaling performance across fitness franchises. Proven ability to drive EBITDA growth, optimize multi-location operations, and build high-performing leadership pipelines. Experienced overseeing multiple locations and franchise accounts, partnering with ownership to execute growth strategy and improve profitability.

REGIONAL IMPACT & LEADERSHIP HIGHLIGHTS

- Oversaw 2 Orangetheory locations and 3–4 YouFit locations, driving performance, staffing, and operational consistency
- Managed 7 franchise accounts as a business coach, advising on revenue growth, sales systems, and performance optimization
- Drove EBITDA expansion from 2% → 12% through labor restructuring and sales process improvements
- Delivered 65%+ close rate and 25%+ conversion across multiple locations
- Developed and promoted managers into multi-unit leadership roles

CORE COMPETENCIES

Multi-Unit Operations • District Leadership • P&L; Ownership • EBITDA Growth • Sales Strategy • KPI Management • Leadership Development • Labor & Cost Control • Franchise Operations • Customer Retention • CRM & Data Analytics

PROFESSIONAL EXPERIENCE

Orangetheory Fitness — Senior Multi-Unit Operations & Sales Leader | 2022–Present

- Directed operations and revenue strategy across 2 locations, aligning performance with regional financial goals
- Owned KPIs, labor models, and financial performance across teams
- Scaled EBITDA from 2% to 12% through staffing optimization, sales execution, and accountability systems
- Standardized sales and follow-up systems to improve conversion consistency
- Developed leadership teams and built a pipeline for multi-unit readiness

GymBoom — Franchise Business Consultant | 2021–2022

- Managed and coached 7 franchise accounts across multiple territories
- Improved close rates to ~70% and optimized booking and lead conversion
- Generated \$65K recurring revenue through customer journey and retention improvements
- Advised on marketing performance, ad spend efficiency, and growth strategy

YouFit Health Clubs — General Manager (Multi-Unit Scope) | 2019–2021

- Oversaw 3–4 locations supporting staffing, performance, and operational execution
- Led full P&L; for high-volume location and improved financial performance
- Increased recurring revenue from \$18K → \$34K through improved sales systems
- Achieved top regional EBITDA performance across multiple quarters

Crunch Fitness — Senior Sales Leader | 2017–2019

- Led successful grand opening and presale strategy

- Set company record for opening-day revenue
- Partnered with district leadership on expansion and launch execution

TECHNOLOGY & SYSTEMS

Salesforce • Mindbody • Power BI • Monday.com • Paycom • Excel • CRM Systems • Labor Management

EDUCATION

Bachelor of Science — Recording Arts, Full Sail University