GRANT IAN GAMBLE

CRAFTING WELLNESS COMPANIES & COMMUNITIES

SINCE 1985

People First, Always.

GRANTIANGAMBLE.COM

— Profile

FORTY YEARS OF BUILDING WELLNESS COMPANIES AND COMMUNITIES.

I have spent my career building, turning around and running wellness businesses and communities, from a single fitness club bought at age 23 to multi-site wellness groups on two continents. Along the way, I have designed and opened more than two dozen campuses, clinics, spas and wellness centres, brought health care into everyday places, and led teams through start-ups, rapid growth and hard turnarounds.

Today, that experience goes into regenerative wellness: communities and companies that restore the land they sit on and the health of the people inside them, and still make the numbers work. Everything I do starts with people. Look after your Team Members, and they will look after your customers. The results always follow.

— Highlights

15x
Revenue growth in four years, taking a franchise from two struggling centres to 12 locations

$100M
Annual revenue at acac, built from one small site that was losing money into 12 campuses

$50M
Annual revenue at Seraphic Group within two years, with sales in 120 countries

24+
Wellness campuses and clinics designed, developed and built

3,000+
Physicians referring patients through the P.R.E.P.® program

— Current and recent work

COO, Lev Global
CURRENT

Lev Global is a family of wellness companies. I am currently co-creating Heartfield, a 300-acre regenerative wellness real estate community in the Byron Shire hinterland, and the first full application of ROOTS, my model for regenerative wellness real estate and communities.

GIG Consulting
FOUNDER AND PRINCIPAL · 2008 TO PRESENT

Strategy, financial modelling, operations and fractional leadership for wellness companies, developers and communities in Australia and the United States.

AFFINITY OS
CO-FOUNDER AND PRINCIPAL · 2021 TO 2026

An AI-driven platform for customer experience, Team Member engagement, Psychosocial Risk Assessment and Workplace Wellbeing, built on "The Affinity Principle" with my partners Andrew Nelson and Jana Gamble. Sold in 2026.

Author, host and speaker
SINCE 2020

Author of "The Affinity Principle," an Amazon best-seller and Indigo Design Award winner in 2020. Host of The AFFINITY Podcast. Keynote speaker on regenerative communities, wellness real estate and mindful leadership.

— Expertise

- Regenerative and wellness real estate
- Wellness campus design and development
- Health care integration and referral programs
- Operations, turnarounds and growth
- Mindful leadership and people-centric culture
- Workplace wellbeing
- Customer experience and Team Member engagement

— Recognition and service

- Best-selling author, "The Affinity Principle" (2020)
- Indigo Design Award, "The Affinity Principle" (2020)
- Contributing member, Global Wellness Institute Wellness Communities and Real Estate Initiative, and Workplace Wellbeing Initiative
- First recipient of the Queen Scout Award in the 50-year history of Cockle Creek District, NSW

— Experience

WHERE THE WORK HAS BEEN DONE.

2022 TO 2023
Australia

Fractional Chief Executive Officer, Alliance Wellness Group and TotalFusion
Led the integration of wellness programs, allied health, recovery and spa into the TotalFusion campuses, reshaping a boutique fitness group into a wellness offering for the Australasian market.

2016 TO 2019
United States

Chief Operating Officer, Seraphic Group
Grew a group of eight companies across human and animal health, agriculture, energy recovery and research from start-up to $50M annual revenue in two years, with sales in 120 countries. Responsible for operations, sales, marketing and HR.

2012 TO 2016
Virginia to Pennsylvania

Senior Vice President, acac Fitness & Wellness
Led medical integration and corporate outreach as revenue doubled to almost $100M and the footprint grew by half. Expanded P.R.E.P.® to more than 3,000 physicians and developed five physical therapy clinics with Martha Jefferson Hospital.

2012
Denver, Colorado

Consultant and Regional General Manager, Wellbridge
Developed health care integration programs across a national club footprint.

2009 TO 2011
Brisbane

CEO and Owner, Bodywize Wellness and Physiotherapy and Stella Day Spa & Japanese Bath House
Took two wellness facilities from $840,000 in annual losses to break-even in just over 12 months, and built physician referral and physiotherapy partnerships.

2008 TO 2009
Australia

Senior Consultant, Goodlife Health Clubs
Built tools for site and partnership selection and for operational consistency across Australia's second-largest health club group.

1997 TO 2008
Atlantic Coast, US

Senior Vice President, acac Fitness & Wellness
Built acac from one small site that was losing money into 12 campuses along the East Coast of the US and $100M annual revenue, across two tenures. Managed the design, development and construction of more than two dozen campuses and clinics, from a concierge medical practice to a 22-acre wellness campus, and helped create the Physician Recommended Exercise Program (P.R.E.P.®).

EARLIER
Australia and Asia-Pacific

Royal Australian Navy, then fitness and wellness
Junior officer in the Royal Australian Navy. General manager in a national fitness chain, then bought and turned around a failing club at 23. As COO, grew a franchise from two centres to 12 across South East Queensland and revenue 15x in four years, before founding a consulting firm and marketing agency across the Asia-Pacific.

— Keynotes

1. **Regenerative by Design.**
   For developers and investors: communities that restore the land and the health of the people who live there, and still deliver the return.
2. **From Amenity to Ecosystem.**
   Moving from wellness as a feature to wellness as an operating model that keeps residents engaged long after launch.
3. **Health Care Where People Live.**
   Hyperbaric oxygen, functional medicine and allied health built into campuses and communities, clinically sound and commercially viable.
4. **The Operator's View.**
   What happens after opening day: the team, culture, cash flow and daily decisions that decide whether a wellness business thrives.
5. **"The Affinity Principle."**
   My bestselling book on stage: mindful leadership that builds engaged Team Members, memorable customer experiences and lasting results.
6. **Wellness for the Many.**
   Designing spaces, programs and service for the people wellness isn't yet reaching, and growing by serving them well.

— Beyond work

Writing, **travel**, photography, mountain biking, paddleboarding, hiking, coaching soccer and mentoring. In 2021 my family and I travelled more than 20,000 miles, including a South Pacific crossing on a 38-foot sailing catamaran. I live in Byron Shire, NSW with my wife and two children in a home we built together.