

# GRANT IAN GAMBLE

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## CRAFTING WELLNESS COMPANIES

since 1985

PEOPLE FIRST, ALWAYS™

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### PERSONAL PROFILE

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After serving as a Junior Officer in the Royal Australian Navy, I returned to civilian life and quickly rose to a General Manager's position in a small national fitness chain. At age 23, an opportunity presented itself to purchase a failing fitness club and turn it around. This project ignited my entrepreneurial spirit and leveraged my leadership skills. I transitioned the business to a fitness and wellness model, which led to unprecedented success in what was formerly a hotly contested fitness market.

The success of this turnaround sparked interest in the fitness industry and another floundering franchise operation recruited me to head up a complete rebrand of their hard-core fitness model into a broader, more welcoming wellness model. As the COO, I led this company from two struggling centers to a group of 12 successful locations spanning South East Queensland. After growing company revenue 15x in 4 years, I established an international consulting firm and later a full-service marketing agency predominantly operating in the Asia-Pacific arena.

In 1997, I took on two consulting contracts with companies on the East Coast of the U.S. to establish large wellness centers. This ultimately led to offers for a permanent role at both, and I accepted the role of Senior Vice President at [acac Fitness & Wellness](#) and moved to the U.S. permanently. Over 10 years, I grew this company from a \$3M revenue single site operation to a \$45M revenue, multi-site group on the Atlantic Coast of the U.S. I later returned to acac for a second contract where I managed their growth from just under \$50M to almost \$100M annual revenue in 4 years.

Over the course of these two contracts, I managed the design, development and construction of over two dozen campuses and clinics. These projects varied from a stand-alone Concierge Medical Practice to a 22 acre Wellness Campus; from a regional group of Physical Therapy clinics to an urban mixed use development centered around a four-story wellness center; from a physician campus to a suburban recreational campus.

acac enjoyed the highest market penetration rate of any U.S. market, which we achieved by focusing on the "in-

terested deconditioned market segment," establishing the [Physician Recommended Exercise Program \(P.R.E.P.\)](#), a Corporate Wellness Program, creating partnerships with local and regional hospitals and healthcare providers and establishing our own WellnessMD and [Physical Therapy](#) clinics. My vision was for fitness and wellness to become an accessible preventative healthcare solution for the communities we were serving.

In 2008, I re-launched my [consulting firm](#) and combined my passion and experience in growing mindful businesses to serve a small group of select clients and take on various full-time assignments.

In 2016, I took on a role as the Chief Operating Officer of the [Seraphic Group](#) and grew that business 10x in less than 2 years. I was in charge of both shaping and executing the vision of these startups.

This group of companies included startups in the human and animal health sectors, livestock and agricultural sectors, a pyrolysis company, a digital R&D collaboration platform, and an R&D division with its own Core Lab.

In addition to heading up operations, I was also personally responsible for managing the sales, marketing, and HR divisions. I spearheaded the growth of this suite of companies from 'start-up' to \$50M annual revenue in two years, with sales in over 120 countries.

Currently, I am consulting with a small group of clients in the U.S. and Australia in sectors as varied as [integrative health](#), [hyperbaric oxygen therapy](#), [nitro coffee start-up](#) to an established and growing consortium in the [social club](#) sector.

In 2020, I published my best-selling book, "[The Affinity Principle. A Formula for Business Success through Mindful Leadership.](#)"

In 2021, my family and I [traveled over 20,000 miles](#), including a [South Pacific crossing on a 38-foot sailing catamaran](#).

## EMPLOYMENT SUMMARY

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Aug 2008 - current	CEO and Principal	<a href="#">GIG Consulting</a>
Oct 2016 – Jul 2019	Chief Operating Officer	<a href="#">Seraphic Group</a>
Jul 2012 – Oct 2016	Vice President	<a href="#">acac Fitness &amp; Wellness</a>
Jan 2012 - Jun 2012	Consultant & Regional GM	<a href="#">Wellbridge</a>
Jul 2009 – Dec 2011	CEO and Principal	Bodywize
Aug 2008 – Jul 2009	Senior Consultant	<a href="#">Goodlife</a>
Sep 1997 – Jul 2008	Senior Vice President	<a href="#">acac Fitness &amp; Wellness</a>

## SUMMARY

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- Transforming companies through effective growth strategies and execution.
- Providing tactical and strategic solutions for business sustainability and growth.
- Ability to define and build operational excellence in fields ranging from healthcare to hospitality.
- Entrepreneurial skills to develop new initiatives and achieve organizational objectives.
- Inspiring, engaging, and focusing leaders and teams for optimal results.
- The ability to develop and enhance a great team ‘experience’ in operationally complex environments.
- Skilled in creating organizational efficiencies to optimize the performance of any business.
- Operational background that extends from manufacturing to property development.

## SPECIALTIES

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- **Change Agent • Strategic Creativity • Market Analysis • Business Development • Mindful Leadership • Project Development • Culture Development • Systems Implementation • Training • Operations • Production • Refinement • Wellness • Acquisition •**

## SPECIAL SKILLS

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- **Wellness • Training • Executive Coaching • Mindful Leadership Coaching • Nutrition • Public Speaking • Fitness • Strength Training • Sports • Wellness Coaching • Personal Training •**

## HONORS & AWARDS

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First recipient of the highest award in Scouting, the Queen Scout Award, in the 50-year history of Cockle Creek District in NSW.

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## EXPERIENCE

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### **CEO and Principal, [GIG Consulting, Inc.](#)**

**Aug 2008 - Present**

I specialize in building companies and increasing the profitability and stability of existing businesses. Working closely with leadership teams, I have helped coordinate operational elements from property acquisition and construction through to daily operations in complex and demanding environments. Incisive analysis followed by collaborative planning and cohesive execution strategies have been the hallmarks of my work. I have also relied on my wife's company, [Stella Jackson Creative](#), to provide marketing and branding support for many projects. My goal is to manage successful outcomes through the people in the company, in turn producing powerful results for the company itself.

### **Best-Selling Author, "[The Affinity Principle™](#)."**

**Aug 2020**

"The Affinity Principle. People First, Always: A Formula for Business Success through Mindful Leadership" presents a formula for business success through a people-centric, mindful leadership approach. The Affinity Formula is simple: mindful leadership creates an incredible team performance, which leads to an awesome customer experience and that yields great financial results.

The book explores 12 Pillars and Levers of Leadership and Engagement designed to help leaders attract, retain and optimize talent, and achieve Affinity. It achieved best-seller status on Amazon in August, 2020.

### **Chief Operating Officer, [Seraphic Group, Inc.](#)**

**Oct 2016 - July 2019**

In my tenure, I grew core company income 10x and helped develop models for the Seraphic integrative medicine clinic model, dietary supplement lines, agricultural initiatives and energy recovery systems. I was responsible for eight companies within the Seraphic Group. These ranged from integrative healthcare to online IP development platforms. The common threads of all the companies I oversaw was a focus on optimizing the team's performance, strong communications and driving growth. Under my leadership, Seraphic's reach was extended to 120 countries worldwide and I expanded its footprint by 8x on the East and West Coasts of the U.S.

### **Vice President - [acac Fitness & Wellness Centers](#)**

**Jun 2012 - Nov 2016**

I was contracted to further develop medical integration and corporate outreach for the acac brand on the East Coast of the U.S. During this period, the company's footprint grew by 50% and revenues doubled to almost \$100M annually. I was directly responsible for developing opportunities with the medical community and the corporate markets from Richmond, VA to Philadelphia, PA. I helped expand the [Physician Referred Exercise Program \(P.R.E.P.\)](#) to work with over 3,000 physicians up and down the Atlantic Coast. My focus at acac was always around operations and innovation. I also oversaw the development of 5 [physical therapy clinics](#) across the region and sat on the Board of the Physical Therapy alliance in partnership with [Martha Jefferson Hospital](#) (a Sentara regional hospital). I am a strong advocate of 'Values Based Leadership' and performance improvement through 'team' and spent much of my tenure building cultural alignment through leadership and team training programs across the acac group.

### **Consultant & Regional General Manager - [Wellbridge](#)**

**Jan 2012 - Jun 2012**

I was contracted to work with the Wellbridge Group to develop their integration with healthcare programs across their national footprint. Wellbridge is based in Denver, CO and my role was predominantly operationally based, with an emphasis on strategic responsibilities. I returned to the East Coast when a shift in strategic direction stalled Wellbridge's intended medical integration efforts and I was recruited to return to the East Coast to continue my work with the acac group.

## **CEO and Owner – BODYWIZE Wellness and Physiotherapy**

**Jul 2009 - Dec 2011**

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I owned and managed two premier Fitness and Wellness facilities in Brisbane, Australia, with my wife Jana. Over 18 months, we took these businesses from over a million dollars in losses annually to financial success. The primary location featured a beautifully appointed wellness center featuring a Day Spa and Japanese Bath House. During the rebuilding of these businesses, I developed a Physician Referral Program, integration with Physiotherapy, physicians and other health professionals under the Bodywize umbrella. We subsequently sold the businesses and returned to the U.S.

## **Senior Consultant - [Goodlife Health Clubs](#)**

**Aug 2008 - Jul 2009**

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I returned to Australia with my family after accepting a consulting contract to work with the leadership team of the [Goodlife Group](#) (Australia's second largest chain of health clubs). I helped develop prototype tools to increase efficiency in site and partnership selection. I also developed key operational tools to enhance consistency and performance in key departments throughout the group. I mentored designated team members to exact improved focus, performance and outcomes. Key to my role was to collaborate across teams, communicate with the VC leadership, to share information and ensure follow-through on items of priority.

## **Senior Vice President - [acac Fitness & Wellness Centers](#)**

**Sep 1997 - Aug 2008**

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I was originally contracted to design, build and market acac's first wellness campus but ended up spending 11 years developing its footprint to 5 major markets on the Atlantic Coast and building revenues from less than \$3M to almost \$50M annually in my tenure. I managed the design, development and construction of over two dozen campuses and clinics. These projects varied from a stand-alone Concierge Medical Practice to a 22-acre Wellness Campus. The wellness model included integrating and partnering with the healthcare community at large. Under my leadership, acac became a nationally recognized group of benchmark wellness centers in the U.S. These were truly 'cradle to the grave' wellness centers with a huge attraction to kids, families, corporates and seniors. I was a key strategist in the development of an innovative [Physician Referral Program \(P.R.E.P.\)](#) that has underwritten acac's success in all its markets. I also developed extensive healthcare and corporate relationships that are still core business lines for the company. Among these were the establishment and integration of medical clinics ranging from family medicine and concierge practices to orthopedic surgery groups. I also spearheaded the establishment of a physical therapy partnership with [Martha Jefferson Hospital](#) that I helped expand to a network of clinics regionally.

### **SPECIAL INTERESTS & HOBBIES**

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- Writing • Travel • Photography • Mountain Biking • Paddleboarding • Hiking • Soccer Coaching
- Mentoring •