

GRANT IAN GAMBLE

CRAFTING WELLNESS COMPANIES

since 1985

PEOPLE FIRST, ALWAYS™

PERSONAL PROFILE

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 helped to grow 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 helped manage 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 campus.

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

Subsequently, I consulted with a small group of clients in the U.S. and Australia in sectors as varied as [wellness studios](#), [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](#)," which led to a weekly [business podcast](#).

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

In my recent role as CEO of [TotalFusion](#), I was at the forefront of developing some of the most innovative wellness campuses in the Southern Hemisphere. I left TotalFusion to focus on my growing company, AFFINITY OS.

As the founder of [AFFINITY OS](#), the #1 AI-Driven Customer Experience and Team Engagement Management Toolkit, I continue to innovate and shape the future of the health and wellness industry.

I am also a contributing member to the [Global Wellness Institute's Wellness Communities and Real Estate Initiative](#).

EMPLOYMENT SUMMARY

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|---------------------|--------------------------|---|
| Nov 2021 - Present | Founder & Principal | AFFINITY OS |
| May 2022 - Jun 2023 | Chief Executive Officer | TotalFusion Australia |
| Aug 2008 - Present | CEO & Principal | GIG Consulting |
| Oct 2016 – Jul 2019 | Chief Operating Officer | Seraphic Group |
| Jul 2012 – Oct 2016 | Vice President | acac Fitness & Wellness |
| Jan 2012 - Jun 2012 | Consultant & Regional GM | Wellbridge |
| Jul 2009 – Dec 2011 | CEO & Principal | Bodywize |
| Aug 2008 – Jul 2009 | Senior Consultant | Goodlife |
| Sep 1997 – Jul 2008 | Senior Vice President | acac Fitness & Wellness |

SUMMARY

- 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

• Customer Experience • Team Member Engagement • Change Agent • Strategic Creativity • Market Analysis • Business Development • Mindful Leadership • Project Development • Wellness Real Estate • Culture Development • Systems Implementation • Training • Operations • Production • Refinement • Wellness • Acquisition

SPECIAL SKILLS

• Wellness • Training • Executive Coaching • Mindful Leadership Coaching • Public Speaking
Fitness • Sports Recovery • Strength Training • Sports • Wellness Coaching

HONORS & AWARDS

- First recipient of the highest award in Scouting, the Queen Scout Award, in the 50-year history of Cockle Creek District in NSW.
 - Best-selling author, [“The Affinity Principle.”](#)
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EXPERIENCE

Co-Founder & Principal [AFFINITY Operating System](#)

Nov 2021 - Present

AFFINITY OS is the #1 AI-Driven Customer Experience and Team Engagement Management Toolkit. Based on my best-selling book, “The Affinity Principle,” I have designed this platform with my partner, Andrew Nelson, specifically for the fitness and wellness industry utilising the Medallia SAS platform. Medallia has been named the number one customer feedback management platform and as well as the leader in people-oriented text analytics by Forrester. By introducing this powerful, AI-driven toolkit to the fitness and wellness industry, we are helping to revolutionize and transform the industry referral and retention rates by focusing on team engagement and customer experience.

CEO - Alliance Wellness Group & [TotalFusion Australia](#)

May 2022 - Jun 2023

The Alliance Wellness Group has a number of fitness and wellness brands in its portfolio. My primary role is heading up the integration and enhancement of wellness programs and offerings in the Total Fusion, Total Fusion Platinum, Total Fusion Lions and [Beyond](#) brands. The Total Fusion brands have enjoyed a spectacular reputation as a boutique group fitness and mind body innovator. The addition of all-encompassing wellness programs, amenities and modalities, redefines the AWG’s brands as the premier wellness offering in the Australasian market. Tasked with rolling out their wellness campuses with allied health, recovery and spa integrations, I am heading up a talented team that is reshaping fitness and wellness offerings in the Southern Hemisphere.

Host “[The AFFINITY Podcast](#)”

Mar 2023 - Present

Based on my best-selling book, “The Affinity Principle,” this weekly podcast dives deep into the latest trends in customer experience and team engagement, mindful leadership and management. I provide practical tools and strategies to help build a people-centric culture, the foundation for sustainable long-term business growth and success. The guiding principle behind the AFFINITY Podcast is “PEOPLE FIRST, ALWAYS.” The podcast is available on [YouTube](#), [Spotify](#) and [Apple Podcasts](#).

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, and won the coveted Indigo Design Award, also in 2020.

Founder 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.

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

Oct 2016 - July 2019

I managed Seraphic from a struggling startup to \$50M annual revenue within 2 years. I oversaw initiatives including integrative medicine clinic models, dietary supplement lines, agricultural initiatives, IP development platforms, and energy recovery systems. I was responsible for eight companies within the Seraphic Group including a Core Research Lab. My primary focus revolved around recruiting talent and building communications and performance team-wide. Under my leadership, Seraphic’s sales expanded to 120 countries and expanded its footprint by 8x in 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**

I owned and managed two premier Fitness and Wellness facilities in Brisbane, Australia, with my wife Jana. We took these businesses from almost \$840,000 in losses annually to break even in just over 12 months. 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**

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**

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

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

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