Seth Robinson – Matrix Fitness Systems – Gold Level SPN Member . . .

We recently announced the exciting news that Seth Robinson joined the team of Matrix Fitness Systems as Strategic Accounts Manager. Seth is proud to be a part of the company awarded 2009 Vendor of the Year for Gold's Gym and recently sat down with us to share his personal story.

If on first impressions, you feel like you are meeting a cowboy, you are not far off. Seth was born in Sherman, TX and then raised on a cattle ranch in Alvord, Texas, a town of barely 1,000 people that is still home to the rest of his family. Seth shares that his hard working parents instilled some very good values in him – that of a strong work ethic and dedication to doing whatever it takes to reach your goals.

One thing is for sure, Seth is a person that expresses gratitude and lives it out. From the time he graduated from High School and entered Texas Tech, he has kept an appreciation for his upbringing into his adult life and the path he has chosen for his career. Gaining an interest and involvement with fitness during college, Seth began a career in Personal Training with a competitor in Lubbock, Texas. He worked through the ranks to manage the gym. This experience paid off to open the door to new opportunities with the owner.

Over the next 3 years, he and Seth formed a consulting firm that opened many health clubs for various investors, showing them how to make every part of their gym productive and successful. A good foundation was laid here, that lead to bigger things in store. Moving to the east coast and gaining a reputation in the industry, Seth met famous wrestler, Rick Flare, who owned a couple of Gold's Gyms in the Charlotte area. Seth not only helped Rick, but over the next seven years, developed relationships with many of the Gold's Gym franchisees in the Carolinas. It was during this time that Seth first met Ginger Collins, who was herself a franchisee at the time. He also purchased Gold's Gym in Hickory, NC, which gave him a firsthand knowledge of owning and operating Gold's Gym. With Rick Flare deciding not to grow the brand and get out of the business, Seth accepted an opportunity to work with Life Fitness and become part of their sales team.

Now with Matrix Fitness Systems, Seth has a great opportunity to combine his strong values from his parents and the life of a cattle rancher, his expansive knowledge of running health clubs and his wealth of experience in taking care of the

customer. Seth says of Matrix Fitness Systems, "This Company is strong, young and has their priorities in the right place. Their philosophy supports my personal belief, to treat people the way you want to be treated. They actually mold products and policies around the needs of the customer." With this in mind, the success of Matrix will continue to be limitless. They take the time to listen to the customer, and if needed, make adjustments to assure their satisfaction. Seth enjoys what he does every day, from talking with owners about their daily operations, to brainstorming about promotions and sales tactics, Seth cares about his customers as much as Matrix does. Through the relationships he has built, the sales naturally follow.

Seth lives in Atlanta, Georgia with his Weimaraner, aptly named "Cowboy". In addition to visits back to the Texas ranch to see his family, he enjoys working out, hunting and snowboarding and loves water sports and spending time on the lake.

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