



Stewart E. Gill, MBA

Operational Leader

PROFESSIONAL SUMMARY

Strategize | Grow | Scale | Innovate

Executive and Olympic-level athlete with 20+ years of success ranging from startups to Fortune 500 international organizations. Work with a fierce devotion toward growth (45X) and organizational sustainability. Lead teams of 200+ and penetrate new markets (27 countries). Lead the partnering with clients such as Adidas, Google, Cerner and Walgreens. Possess a unique and innate ability to create the vision and innovate as well as formulate and execute an operational plan. Collaborative communicator who can build effective relationships within all levels of the organization as well as with the client.

CAREER HIGHLIGHTS

- Launched Magna Carta Wealth applying principles of physical fitness to financial fitness to support athletes, entertainers, and high-income earners to establish the correct team and plans to secure a financial legacy.
- Led development of EVOLUTIONSapp engaging younger and diverse generations to increase financial literacy and resources including short-, mid-, and long-term financial strategies. Launched app February 2020.
- Key player in growing EXOS (formerly Athlete's Performance) from \$5M to \$220M in annual revenue to selling for \$400M+ in 2018.

PROFESSIONAL EXPERIENCE

The Effect Global - January 2021-Present

The Effect Global is a business consulting firm based out of Los Angeles, CA, that specializes in providing high-quality services to individuals, large organizations, and start-ups. We help our clients maximize their potential by offering various services specifically targeted towards taking business and life to the next level. We do this by leveraging extensive years of experience in strategy, growth, and innovation work.

Principal - Los Angeles, CA

- Strategic planning and implementation to meet Board-approved KPIs.
- Organization structure and cultural behavior change to maximize operational efficiency.
- P&L and forecast management.
- Staff leadership training, compensation and incentive planning.
- Strategic partnership identification.
- New revenue lines and business modeling.
- Pre-seed to seed-to-liquid event investor management.

CONTACT



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Los Angeles, CA

CORE COMPETENCIES

- Leadership & Team Building
- Infrastructure Development
- Strategic Partnerships
- Finance & Accounting

- Client Management & Relations
- Budgeting & Cost Reductions
- Talent Development & Retention
- System & Process Improvement

- Financial Controls & Compliance
- New Business Development
- Board & Shareholder Relations
- Performance Measurement

EDUCATION

Master of Business Administration

Pepperdine University, Malibu, CA

Bachelor of Arts, Psychology

California State University, Los Angeles

LANGUAGES

- Fluent in French and German
- Proficient in Latin
- Conversational in Korean

PROFESSIONAL EXPERIENCE

Fitstop - June 2022-Present

Fitstop is a leading innovative and fast-growing functional fitness franchise. Fitstop was born from the sheer passion, process and performance achieved when working with professional athletes. This was formulated in Fitstop's athlete-inspired approach to training that was simple, effective and continued to amass a strong community of fitness enthusiasts - and so, the Fitstop difference was born. From humble beginnings operating the first location out of a garage to achieving organic, swift momentum, Founder and CEO Peter Hull launched Fitstop franchising in 2017 so he could bring this athletic-based formula to the masses.

Vice President North America - Los Angeles, CA

- Support the successful growth and sustainability of the Fitstop Footprint, with the mission to make Fitstop the Home of Functional Fitness in the US.
- Create a championship-winning team: identify, recruit and develop key hires to support the US growth.
- Provide a high level of strategic leadership to develop a high-performing team that achieved key deliverables and positively contributes towards achieving Fitstop's business KPIs.
- Assess, implement and refine national growth strategies, utilizing industry knowledge and market research.
- Ensure projects and timelines are completed in line with quarterly and annual strategic business priorities.
- Ensure consistent training and education is provided to all team members to support a performance culture.
- Develop, implement and oversee leasing, site strategy and construction project management.
- Support national franchise sales growth.

Bottom Line Concepts - May-July 2022

For over 15 years Bottom Line Concepts has served clients across many industries. From financial services, automotive, food service, not-for-profit, real estate, retail banking, hospitality, transportation, fashion, to professional sports and many more. Bottom Line Concepts is a performance-based cost reduction consulting firm. We pride ourselves on delivering cost savings and value to our clients with no upfront fees. We get paid when you recover money.

Consultant / Former Head of Business Development

- 1,500 affiliate member sales team management.
- Created and implemented onboarding process.
- Customer journey enhancement.
- Identified and developed new business opportunity strategies.
- Built relationships with customers, suppliers, distributors, partners and vendors.
- Identified and managed strategic partnerships.

Unbreakable Performance - February 2020-Present

Unbreakable Performance is an exclusive training facility in Los Angeles that offers both classic and unconventional training equipment and techniques. You will be challenged at a level higher than you've been accustomed to, all to make you UNBREAKABLE.

Consultant / Former CEO - Los Angeles, CA

- Led and closed pre-seed and seed capital rounds.
- Negotiated corporate partnerships with industry leaders such as GNC, Inspire Fitness, etc.
- Implemented COVID survival strategy: PPP, ERC, grants, furloughs, budget management, etc.
- Franchise model structure and multiple location planning.

Magna Carta Wealth - January 2017-Present

Founder, Equity Owner / Former CEO - Los Angeles, CA

Direct operational planning and strategy execution focusing on organizational growth, profitability and sustainability. Drive lead generation and revenue strategies in 4 identified verticals. Develop and implement brand messaging and internal mission adherence and coaching.

- EVOLUTIONSapp: Conceptualized and led development of app.
- Built mobile marketplace for financial fitness targeting Generation Y and Z providing educational and financial resources.

PROFESSIONAL EXPERIENCE

Magna Carta Wealth (continued)

- Directed Minimal Viable Product (MVP) product launch and testing with 21 Engineering, Marketing and Sales team members.
- Created pre-seed capital raise strategy, identified angel / VC investor segments, prepared pitch / data centers and secured funds. Built operational plan for app development and revenue generation.
- Developed and launched app 2/2020, raised \$150K in capital, and grew app to 11K subscribers in 5 months.
- Launched marketing campaign utilizing Facebook group, town halls and social media advertising.
- Leveraged past relationships and established strategic partnerships with sports agents, trainers and support services to highlight company's services.
- Secured 50+ pre-draft athletes preparing individuals for financial impact of being a professional athlete. Collaborated with teams, organizations, and leagues preparing and presenting financial education.
- Conceptualized and implemented company branding and messaging in coordination with outside marketing team. Developed future acquisition strategy and prospected for small business acquisition opportunities.

EXOS (formerly Athletes Performance) - June 2008-December 2017

Private provider of proactive health and performance for elite athletes, military and business with 66 locations. Clients included Google, Cerner, Walgreens.

VP, International Business & Strategic Partnerships - Herzogenaurach, Germany (2016-2017)

- Managed 200+ team members driving organizational growth, scalability, and acquisition with \$30M P&L accountability.
- Built and fostered relationship with Adidas in collaboration with global German headquarters.

VP, Business Development - Carlsbad, CA (2010-2016)

- Championed operations strategy and business development initiatives with 60 team members within EXOS International and Education spanning Africa, Asia Pacific, Central / South America, Europe and the Middle East.
- Led business development and operations within EXOS International and Consumer Education divisions.
- Managed budgeting, forecasting, and financial operations including Controllers and Accounting Specialists.
- Coordinated with internal and external client legal counsel handling visa, residency, health insurance and tax plans globally.

General Manager (2008-2009)

- Provided general operational and strategic support for Los Angeles, Dallas and San Diego facilities.
- Grew company from \$5M to \$225M in annual revenue. Created international division that grew to \$30M in annual revenue over 5 years.
- Built education vertical hosting in-person events in 25 countries annually. Developed and implemented digital education offering to expand reach.
- Drafted and executed service plan for newly signed 5-year agreement with Adidas. Supported 5 sport business units of Adidas including Training, Heartbeat Sports, Running, Basketball, and Football.
- Designed and implemented Manager Development plan for 2K+ managers and individualized go-to-market plans for each sports business unit.
- Developed and implemented strategy consulting package solutions in adherence to Adidas 34-month calendar go-to-market strategy.
- Key player in building and rolling out Adidas Corporate Wellness Plan across global sites, retail strategies for customer experience improvement, holistic approach to sports training, and digital content creation and strategies.
- Penetrated 33 new markets and facilitated 65 education sources regarding networking, operations, resources and business development in 27 countries annually.
- Opened revenue lines including Chinese Olympic Committee with \$85M in 5-year plan. Secured \$120M buildout in Brazil, Europe, India and Japan. Expanded into new international sports including Rugby, Cricket and Formula 1.
- Developed and rolled out online education model generating \$20M over 4-years.
- Designed model to franchise EXOS domestic model internationally and served as interim President of Corporate Wellness division restructuring operational set-up and presenting division analysis to BoD.

PREVIOUS EXPERIENCE

Home Depot - Los Angeles, CA (January 2000-June 2008)

Operations Manager

Increased sales from \$900K to \$32M by implementing new sales strategy. Reduced shrink from 1.39% to .87% via launch of year-round inventory preparation process.

The E.M.A., LLC - Columbus, OH (January 1997-December 2002)

Founder/Co-President

United States Olympic Training Center - Colorado Springs, CO (January 2000-June 2004)

Olympic Athlete - Taekwondo

PROFESSIONAL AFFILIATIONS & ACTIVITIES

Board Member, Magna Carta Wealth

Member, 6 Degrees Networking

Young Executive Board Member, University Club

Athlete's Advisory Council Member, United States Olympic Committee

Chair, Finance Board, Watts House Project

Volunteer, Meals on Wheels

Volunteer, Kaboom

PEER QUOTES

"Stewart Gill is one of the most focused and efficiency-oriented professionals I've had the pleasure to encounter. He has an innate ability to deconstruct challenges and craft a viable execution plan at every level."

- Anne Kavanagh, CEO/Co-Founder at Steero

"My context of reference specific to Stewart spans 25 years - dating back to his journey to becoming a National Olympic Team Member. Throughout Stewart's career, he has demonstrated grit while serving as a strategic leader. In a word: Stewart is a winner. As an active early-stage investor I am enthusiastically supporting and tracking the progress of EVOLUTIONS."

- John Choi, GM at WillowWorks

"I have spent 20 years in tech start-up leadership helping raise funds, scale companies, and take them through exits. Stewart has the DNA of a founder that wins. Solid ideas, ability to adapt, incredible drive - I highly recommend him!"

- Amy Spurling, CEO/Co-Founder at Compt