



# Michael ANDERSON

## BEHAVIORAL FITNESS COACH

Innovative Executive Fitness Coach with a robust background in behavioral science and its application to fitness and wellness. Proven ability to inspire and motivate executives to incorporate fitness into their daily routines, enhancing both personal and professional performance. Expertise in developing engaging fitness programs that address the unique challenges faced by busy professionals.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- Behavioral Science
- Motivational Interviewing
- Community Building
- Health Education
- Program Management
- Employee Engagement

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN  
PSYCHOLOGY, UNIVERSITY OF  
MICHIGAN, 2016**

### ACHIEVEMENTS

- Increased employee engagement in wellness programs by 40% within the first year.
- Published articles on the intersection of mental health and fitness in industry journals.
- Awarded 'Innovator of the Year' by the National Wellness Association in 2023.

### WORK EXPERIENCE

#### BEHAVIORAL FITNESS COACH

Mindful Performance Group

2020 - 2025

- Utilized behavioral science principles to design engaging fitness programs for executives.
- Conducted motivational interviews to identify and address barriers to fitness.
- Facilitated group sessions that fostered community and accountability among participants.
- Developed resources and materials to support ongoing health education.
- Achieved a 25% increase in program completion rates through tailored support.
- Recognized for outstanding contributions to workplace wellness initiatives.

#### WELLNESS PROGRAM MANAGER

Executive Wellness Associates

2015 - 2020

- Managed comprehensive wellness programs for corporate clients, impacting over 4,000 employees.
- Conducted health fairs and workshops that increased awareness of fitness benefits.
- Implemented feedback mechanisms to continuously improve program offerings.
- Collaborated with nutritionists to provide holistic wellness solutions.
- Achieved a 35% increase in employee engagement in wellness activities.
- Received accolades for innovative programming and execution.