

# Industry Veteran Roger Harvey, former COO of Crunch Fitness International, Joins the Technique Fitness, Inc.'s Board of Advisors

CHERRY HILL, N.J., April 20 (SEND2PRESS NEWSWIRE) – Technique Fitness, Inc., a leader in online fitness management, announced today that industry veteran Roger Harvey has joined the company's Board of Advisors to spearhead its fitness center personal training management initiative, which is branded as Technique Fitness "Gym Management Solution" or "GMS™."

"Fitness centers are always looking for ways to improve operational efficiency and increase revenue," said Adam Stokar, Technique Fitness' Chief Information Technology Officer. "Our solution not only achieves these goals, but also allows clubs to improve new member acquisition and existing member satisfaction. Roger is the ideal person to drive this initiative, as he has hands-on experience in managing multi-location clubs with an extremely successful personal training business, and he has a great intuitive feel for what club operators are looking for."

A graduate of the University of Michigan's School of Kinesiology, Harvey has extensive fitness industry experience, including serving more than 12 years as the COO at Crunch Fitness, and several more as both a gym owner and independent management consultant.

"Over the course of the last 19 years, I've been fortunate enough to have a first-hand look at a lot of new industry innovations," stated Roger. "I'm confident that the product that Technique Fitness is bringing to the market is a true game-changer – it is something that can help every gym. I'm very excited to have this opportunity to play a key role in a company that is going to alter the way the fitness industry operates for years to come."

Technique Fitness' core product, Technique Fitness Online™, is an interactive fitness management Web site which syncs and interfaces with a variety of mobile technology, including iPhones and Apple's newly released iPad, delivering customized fitness routines and results management to direct users. Technique Fitness GMS enables fitness centers to electronically and interactively create and deploy routines, manage personal training schedules, improve overall member communication and extend personal training services deeper into their client base.

Technique Fitness will be exhibiting at the Club Industry East show at the Jacob Javitz Center in NYC in early May. Please stop by booth 519 and say hello to Roger. For more information, please contact Stephen Esposito at 856-625-6780 or visit us online at [www.techniquefitness.com](http://www.techniquefitness.com).

News issued by: Technique Fitness, Inc.



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Original Story ID: (5870) :: 2010-04-0420-003

Original Keywords: Technique Fitness Inc, Gym Management Solution, a leader in online fitness management, Roger Harvey, Adam Stokar, Technique Fitness Online, personal training, gym software, iphone fitness application, ipad fitness application, gym management software, fitness equipment, online personal trainer, GMS Technique Fitness, Inc. Cherry Hill New Jersey CHERRY HILL, N.J.

Alternate Headline: Technique Fitness, Inc. adds Roger Harvey, former COO of Crunch Fitness to Advisory Board

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