

Brendan J. Fox

Physical Fitness Trainer / Consultant

t: 905.999.2630 • e: Brendan@Foxfitness.ca • www.Foxfitness.ca

CAREER PROFILE

An experienced physical fitness trainer/consultant with strengths in:

- Implementing advanced level training for optimal results (Canadian Olympic Medical Team)
- Client motivation to achieve overall fitness goals (Extreme Fitness Top Company Personal Trainer)
- Developing customized, unique and enjoyed exercise programs for clients (Extreme Excellence Award)
- Demonstrating the highest standards of integrity, excellence, and leadership (Medcan Values Award Winner)

EMPLOYMENT HISTORY

2006 to present **Fitness Consultant & Personal Trainer**
Medcan Clinic, Toronto

- Developing personalized exercise programs for each client, while monitoring the transition and progressions of clients into new, more effective exercises.
- Conducting body composition, strength and flexibility tests, and the optimal goal setting portions of the Medcan Comprehensive Health Assessment (CHA).
- Performing in-depth biomechanical assessments to determine the root cause behind challenging injury and pain symptoms for improved physical function.
- Coaching group training exercise classes to increase your energy level.
- Delivering motivational wellness speeches for groups such as The Young President's Organization (YPO), Brookfield Properties, The National Post and Alliance Atlantis.

2006 **Kinesiologist**
Team Canada Winter Games, Torino Italy

- Assisted and maintained the rehabilitative equipment in the Torino Health Center.
- Accommodated the wellness (including physical and health) needs of the Canadian Olympic athletes, by increasing energy levels.
- Mastered the injury software system to serve as the in-house expert.
- Supported the Canadian athletes with enthusiastic attendance at various Olympic events.

2005 **Strength Coach**
Station Seven: The Gary Roberts Training Facility, Toronto

- Conducted advanced fitness assessments and implemented advanced level training protocols for groups of elite and professional athletes.
- Utilized maximum efficiency for the greatest fitness gains in the least amount of time.

2003 to 2006 **Personal Trainer, Fitness Consultant and Nutritional Counselor**
Extreme Fitness, Whitby

- Conducted fitness assessments, functional muscle testing, nutritional guidance/analysis, personal training and injury rehabilitation, exercise prescription and lifestyle counseling.
- Working as a team leader and mentor, provided seminars and job training to educate other trainers.
- Interviewed potential employees.

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2002 to 2003 **Medical Bracing Specialist** P.A.S.S. Bracing

- Interacted and communicated with doctors in prescribing modalities for injury rehabilitation.
- Fitted and prescribed medical braces and supports to help treat various physical injuries

2002 **Volunteer Physical Activity Coordinator** Kerry's Place Autism Services

- Organized and coordinated field trips, modified games, and modified physical activities for autistic residents to participate in, while emphasizing a healthy and active lifestyle.
- Coordinated field trips and modified games for the residents.

CERTIFICATIONS

- SWIS Lower/Upper Body Exercise Muscle Testing
- CHEK Holistic Lifestyle Coach (HLC)
- Specialist in Performance Nutrition (SPN)
- Certified Endurance Fitness Trainer (EFT)
- Equal, But not the same!: Considerations for Training Females
- Speed Power Specialist (SPS)
- Scientific Back Training
- Program Design
- Neurodevelopment Approach to Conditioning
- Scientific Core Conditioning
- SWIS Upper Body Functional Muscle Assessment
- Certified Strength and Conditioning Specialist (CSCS)
- Certified Kinesiologist (CK)
- Certified Fitness Consultant (CFC)
- CPR/First Aid

TRAINING

- Certified Fitness Consultant Competency Training (University of Waterloo)
- Nutritional Counselor Competency Training, with Powerlifting USA Magazine writer Anthony Ricciuto and Holistic Nutritionist Ian Murray
- Dr. John Berardi's Nutrition for Optimal Body Composition, Health and Performance Workshop
- Muscle Imbalances and Injury with Scott Livingston (Athletic Therapist & Conditioning Coach of the Montreal Canadians)
- Advanced Strength Training and Cutting Edge Techniques Workshop with John Paul Catanzaro
- Michener Institute Advances in Sports Medicine: Leading Edge Update
- Injury Management for Fitness and Health Professionals Workshop, with Physiotherapist Terry Kane (formerly of the Calgary Flames and Canadian Olympic Ice Hockey Team)
- Second City Improv, Graduate of Levels A, B, and C
- Anthony Robbins' Unleash the Power Within
- Thomas Myers' Anatomy Trains: Myofascial Meridians
- Tibetan Acupressure System (TAS)

CONFERENCES

- Society of Weight Training Injury Specialists
- Society of Wellness Integrated Specialists
- National Strength and Conditioning Association
- Certified Personal Trainer Network's Conference

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ACHIEVEMENTS

- Nominated and selected for the Canadian Olympic Medical Team
- Extreme Fitness Top Club Personal Trainer 2002 & 2003
- Winner in the International Personal Trainer Hunt in Florida
- Extreme Fitness Top Company Personal Trainer (out of 200 trainers)
- Extreme Excellence Award (as voted by company employees for “going the extra mile in helping others”)
- Selected twice to present at the Canwest Global National Leadership Forum
- The Annual Medcan Values Award (As voted by employees for “Living the Values of Medcan”)

EDUCATION

2003	BA Kinesiology with Psychology Minor at Laurier University, Waterloo ON
2002, 2005	Sports Medicine Job Shadow, Sunnybrook Hospital Toronto
2002	Physiotherapy Assistant, Waterloo Sports Medicine
2001	Athletic Therapy Assistant – Wilfrid Laurier Athletic Therapy Dept.

SPECIAL INTERESTS

- Continuing to do the work necessary to become the Most Creative and Influential Fitness Expert in the World
- Reading (has read more than 400 books in the areas of fitness, nutrition, motivation, and business)
- Writing informative articles for publication through various forms of media
- Mentoring other professionals (Leader of a Mastermind Group)
- Motivational speaking
- Football (former member of the Wilfrid Laurier University Team)
- Kickboxing (former Competitor)
- Baseball and Hockey
- Creative Cooking (president & founder of the Wilfrid Laurier Culinary Arts Club)
- Improv Classes (member at Second City)