

Brendan J. Fox

CK, CSCS, CFC, SPN, EFT

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Profile

- Widely recognized as one of the Top Personal Trainers in North America.
- Established innovative and creative ability to motivate others.
- Demonstrated advanced client assessment and evaluation skills working with diverse clientele.
- Demonstrated dynamic communication and presentation skills to both large and small groups.

Education

- 2003 Wilfrid Laurier University
Honors Degree in Kinesiology, with a minor in Psychology
- 2002 to 2005 Sunnybrook Hospital Toronto
Sports Medicine Job Shadow
- 2002 Waterloo Sports Medicine
Physiotherapy Assistant
- 2001 Wilfrid Laurier Athletic Therapy Dept.
Athletic Therapy Assistant
- 2004-2005 Winterfield Associates
Business and Leadership Training

Certifications

- 2005
- Tibetan Acupressure System (TAS)
 - Specialist in Performance Nutrition (SPN)
 - Certified Endurance Fitness Trainer (EFT)
 - Equal, But Not the Same!: Considerations for Training Females
- 2004
- Certified Speed Power Specialist (SPS)
 - Scientific Back Training
 - Program Design
 - Neurodevelopment Approach To Conditioning
 - Scientific Core Conditioning
 - Upper Body Functional Muscle Assessment
- 2003
- Certified Strength and Conditioning Specialist (CSCS)
 - Certified Kinesiologist (CK)
 - Certified Fitness Consultant (CFC)
 - CPR/First Aid

Workshops

- 2005
- Assessment of Flexibility Imbalances
with Scott Livingston, Strength Coach of the Montreal Canadiens

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Toronto, Ontario

- Bodyessence Advanced Training Workshop

Scarborough, Ontario

2004

- Upper Body Functional Muscle Assessment Workshop

Toronto, Ontario

- Nutrition for Optimal Body Composition, Health and Performance

Toronto, Ontario

- Injury Management for Fitness and Health Professionals

with physiotherapist Terry Kane (Calgary Flames and Canadian Olympic Ice Hockey Team)

Toronto, Ontario

- Body Essence Strength Training Workshop

Scarborough, Ontario

2003

- Certified Fitness Consultant Competency Training, University of Waterloo

Waterloo, Ontario

- Nutritional Counselor Competency Training

with Powerlifting USA Magazine writer Anthony Ricciuto and

Holistic Nutritionist Ian Murray

Thornhill, Ontario

Conferences

2005

- Society of Wellness Integrated Specialists (SWIS) Conference

Toronto, Ontario

- Advances in Sports Medicine Conference,

Featuring Dr. Jeff Spencer (Lance Armstrong's Doctor)

Toronto, Ontario

- Canadian Personal Trainer Network's (CPTN) Conference

Toronto, Ontario

2004

- Society of Wellness Integrated Specialists (SWIS) Conference

Toronto, Ontario

- National Strength and Conditioning Association (NSCA) National Conference

Minneapolis, Minnesota

- Canadian Personal Trainer Network's (CPTN) Conference

Toronto, Ontario

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- Memberships*
- National Strength and Conditioning Association (NSCA)
 - Canadian Personal Trainers Network (CPTN)
 - Society of Wellness Integrated Specialists (SWIS)
 - Canadian Society for Exercise Physiology (CSEP)
 - Ontario Association of Sport and Exercise Sciences (OASES)
 - Ontario Kinesiology Association (OKA)
 - Center For Science in the Public Interest (CSPI)
 - Ontario Association of Triathletes (OAT)
 - Can-Fit-Pro

Awards & Recognition

- 2007 • Chosen by Canwest Global as the Fitness Spokesperson for the National Leadership Forum, in Montebello Quebec.
- 2006 • Nominated to the Canadian Medical Staff for 2006 Winter Olympics
- 2005 • Top Ten Finalist in the International Personal Trainer Hunt
• Extreme Award of Excellence
- 2004 • Extreme Fitness Top Company Personal Trainer (out of 200 trainers)
• Extreme Excellence Award (as voted by company employees)
• Extreme Fitness Top Club Personal Trainer
- 2003 • Extreme Fitness Top Club Personal Trainer
• Received Fred Nichols Bursary for showing leadership through excellence, motivation, and community service

Employment

- 2006 to present **Fitness Consultant/Personal Trainer**
Medcan Health Management
Toronto, Ontario
- Performs exercise consultations and fitness assessments as part of the Medcan Comprehensive Health Assessment.
 - Implements personal training sessions for busy professionals. Educates clients how to achieve maximal fitness results with minimal time and equipment.
- 2006 **Team Canada Medical Staff**
Winter Olympic Games
Torino, Italy
- Participated in the overall functions and duties Team Canada's Torino Health Center.
 - Accommodated the fitness and medical needs of athletes competing in Hockey, Figure Skating, Speed Skating, and Curling.

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Employment cont'd

Feb. 2005 to **Strength Coach**

Oct. 2005 Station Seven Reebok: The Gary Roberts Training Facility
Toronto, Ontario

- Worked for Gary Roberts of the Toronto Maple Leafs. Conducted advanced fitness evaluations including body composition analysis, muscle imbalance testing, power and velocity testing, flexibility assessment, core strength, and power evaluations.
- Implemented sport specific training programs designed to help athletes enhance speed, strength, stability, and agility in minimum time.

Sept. 2003 to **Personal Trainer, Fitness Consultant and Nutritional Counselor**

present Extreme Fitness
Whitby, Ontario

- Conduct fitness assessments, functional muscle testing, nutritional guidance and analysis, personal training and injury rehabilitation, exercise prescription, lifestyle counseling.
- As a team leader and mentor, provide seminars and job training to educate other trainers. Provide interviews for potential employees.
- Successfully developed and implemented the Dodgeball for Charity tournament, and Health Cookbook for the Sick Kids Hospital.

2002 to **Personal Trainer, Nutritional Counselor**

present Fox Fitness
Whitby & North York, Ontario

- Provide in-home personal training, nutritional guidance and analysis, corrective training, and functional muscle assessments.
- Hire and develop staff to carry out training protocols.
- Present corporate and private seminars on topics related to Nutrition, Health and Wellness.

2002 to **Medical Bracing Specialist**

2003 P.A.S.S. Bracing
Waterloo, Ontario

- Interacted with doctors in prescribing and fitting various medical braces and supports to help treat various physical injuries.

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Employment cont'd

2002 **Volunteer Physical Activity Coordinator**

Kerry's Place Autism Services

Oshawa, Ontario

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