



JPInternational, LLC

worldwide business strategy, sales and distribution

Joe Plastino

Biography

Joe Plastino is the Founder and CEO of JP International, LLC, a consulting firm providing expertise in business strategy, global sales and distribution channels, international business development and advisory services. He draws on 25 years of global sales and general management experience in the health, fitness and wellness, international business and out-of-home digital media sectors.

Joe has broad business experience, having served in executive roles for companies from start-up to medium-size with responsibilities and assignments around the globe. His career in the health and fitness industry started in the 1980s as the European Sales Manager for Cybex International, a manufacturer of commercial strength training equipment. He was responsible for launching Cybex into the fitness market after many years of success in the medical and rehabilitation markets.

Following Cybex, he moved to Seattle and eventually became Senior Vice President of two divisions at Precor, a global leader in exercise equipment design and manufacturing. As SVP of the International Division, he founded the international sales department and built the business to \$100MM in revenue and 9 international subsidiary offices. During that time, he also served as the managing director of Precor's UK and German offices and directed regional product sourcing for the subsidiary companies. In his last four years at the company, international revenue grew from \$41MM to \$100MM.

In 2002, Precor was acquired by the Finnish holding company, Amer Sports, owner of well-known sports brands such as Wilson, Atomic, Salomon, Suunto and Mavic. Shortly thereafter, Joe founded the Entertainment and Services Division for Precor, where he was instrumental in the acquisitions of Icarian, ClubCom and Cardio Theater in 2004. In this role, his responsibilities included the integration of Precor fitness equipment, Cardio Theater health club audiovisual equipment and ClubCom, the leading provider of customized out-of-home digital media networks for health clubs and bowling centers (since acquired by Zoom Media in 2008). The combination of these companies resulted in a revolutionary total solution offering which enhanced the health club member experience. During the years at the helm of the E&S Division sales grew from \$15MM to \$35MM.

Following the acquisition of ClubCom, Inc. in 2004, Joe became the Senior Vice President and General Manager of the company. While there, he led the international expansion into 10 countries. ClubCom was also a founding member of the Out-of-Home Video Advertising Bureau (OVAB), the industry association of digital advertising networks (now the Digital Place-based Advertising Association - DPAA) and he served on the board of the organization in 2007.

In 2008, Joe left Precor and ClubCom to pursue his entrepreneurial passions. He founded his consulting firm JP International, LLC and joined the Keiretsu Forum, a global angel investing association with chapters in North America, Europe and Asia. Since then, he has consulted with companies of all sizes, primarily in the health, fitness, sports and media sectors and has filled interim executive management roles for two Seattle area start-ups. He also has served or serves as an independent board member for a number of companies including:

Board of Directors - InTouch Technology, Inc., Vancouver BC, Canada

Board of Directors - Journey Fitness Inc., Portland OR

Board of Advisors - HealthyLogics, Inc., Redmond WA

Board of Advisors – Sportboleh Sdn Bhd, Kuala Lumpur, Malaysia

In 2010, Joe launched two new businesses in Japan with ex-colleagues and customers from the Precor and ClubCom days, Fast Fitness Japan, Inc. and EXIT, Inc.

Fast Fitness Japan acquired the exclusive master franchise rights for all of Japan from the US-based Anytime Fitness chain of health clubs. Anytime Fitness is one of the fastest-growing franchise companies with almost two million members and 2,500 gyms open around the world. The innovative concept focuses on approximately 4,000 sq. ft., conveniently-located 24-7 “no-frills” gyms with top quality health club fitness equipment. Anytime Fitness achieved 6th place in the 2013 Franchise 500 List from Entrepreneur Magazine.

EXIT, Inc. is a diversified company consisting of consulting services, product representation and distribution as well as a full-service media and marketing agency for the health club industry. Additionally, EXIT has recently begun opening its own Anytime Fitness gyms in Japan as a franchisee of Fast Fitness Japan.

In 2012, Joe started Motive Fitness Company with another former Precor colleague based in Shanghai, China. Motive Fitness concentrates on representing small, innovative fitness companies for the Asia-Pacific region, primarily in sales and distribution, but also in design and sourcing in China. The company has recently begun work on its first functional training product to be marketed under its own brand name.

Joe holds a B.S. degree in Geography from Penn State University and a Masters of International Management from the Thunderbird School of Global Management in Glendale, Arizona. He spent two years studying at both the Kiel University and the European Business School in Germany, where he achieved fluency in German. An avid cyclist and former triathlete; Joe has completed the Ironman Canada Triathlon twice.

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