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Matrix strengthens senior sales team

A STRATEGIC restructure has enabled Matrix Fitness to recognise its existing talent and promote three senior members of the sales team.

Taking on the role of National Strategic Sales Manager for the Public Sector, Steven Scales has spent the past two years as an area sales manager at Matrix, specialising in local authority development.

Steve, who studied Applied Sports Science at DeMontfort University, joined Matrix after working in a series of leisure facility management roles. The 30-year-old from Corby, Northamptonshire, said: "Through my previous experience working as a buyer, it became apparent that there was a gap in the market for all-round, fitness solutions suitable for the public sector.

"Within my role at Matrix, I can provide total bespoke solutions to customers, whilst applying a strategic approach to authority trust development nationwide."

As well as carving a career at Matrix, Steven has also worked as an advanced personal trainer and studio instructor. His new role will see him leading the public sector sales team for the UK.

Steven added: "I still have so much passion for the leisure industry. I firmly believe that Matrix will be the number one fitness equipment brand by 2017 and I am extremely excited to be a part of that journey."

Taking on the role of Director of Special projects is Doug Bell. Previously Head of Education Sector Sales, Doug's new role will see him grow the Matrix business within alternative markets such as building and construction, as well as manage third party partnerships.

Doug, who studied physical education and geography at Loughborough University, previously worked as a consultant in the spa and wellness sector. Residing in Bristol, he enjoys playing golf and walking.

Joining Matrix in 2014, the 64-year-old has gained experience within the construction and health and safety sectors throughout his career. He said: "I'm delighted to take on this new

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role which will enable me to bring in additional business and forge new partnership agreements.

“Having the opportunity to reach out to alternative sectors whilst working with a wide range of colleagues both at Matrix and beyond, is something I will really relish. I’m looking forward to shaping and developing this new position.”

Taking on Doug’s former role is Tony Ali, who has been promoted to National Strategic Sales Manager for the Education Sector. Since joining Matrix in April 2015, Tony has secured substantial contracts with customers such as Bath and Bristol Universities.

Tony, who completed a degree in Sports Exercise and Health Science at the University of Gloucester, believes his customer-orientated approach plays a vital role in forming new partnerships.

33-year-old Tony from Devon, said: “I’m really excited to build on Matrix’s extensive portfolio of education partners.

“The Matrix brand has a unique fit within the sector due to our extensive product range that caters for the occasional gym user through to elite athletes.

“Throughout my career I have worked with high-profile blue chip companies so understand what is required to make an organisation world-class.”

Tony recently retired from semi-professional football but continues to pursue his interest in coaching and has entered the 2017 London Marathon.

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About Matrix Fitness

Matrix Fitness – the fastest-growing commercial fitness brand in the world - is the commercial division of Johnson Health Tech. Matrix is comprised of a complete range of premium, commercial-grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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