



GYMetrix makes new appointment to facilitate international expansion

GYMetrix started work last month with Spanish budget chain, Viva Gym, as part of its international expansion.

Launched in 2011 following the University of Edinburgh's business incubator scheme, GYMetrix has



Adam Bright

worked with hundreds of public and private sector operators across the UK.

It is now expanding its operations overseas after securing a number of international contracts.

Following its success relationships with Pure Gym and The Gym Group, GYMetrix has been appointed by Viva Gym, a low-cost gym concept with 60,000 members across 16 sites in Spain.

The chain is backed by Bridges Ventures, the fund manager which supported the successful roll-out of the The Gym Group.

Bridges now intends to accelerate Viva's roll-out through additional site openings over the next five years, with a focus on the major Spanish cities. GYMetrix will work with the group's sites in Madrid using the data from its studies to assess Viva's new-build gym model.

The contract follows the recent

completion of projects for two health club chains in Boston, USA. GYMetrix worked with Healthworks, a large 120+ station female-only facility and a budget gym, GYMit, to optimise their upcoming equipment purchases and adjust any flaws in the layout of their gyms. More contracts for the USA and Europe are in the pipeline.

Matt Harrington, president of GymIt, said: **"We always had 'feelings' for what we should do equipment wise and have regrets for purchasing items that we do not need."**

"GYmetrix was able to put tangible data behind these 'feelings' to allow us to make real decisions."

To help facilitate its international expansion, GYMetrix has appointed Adam Bright to help with analysing and presenting existing clients projects as well as introducing new clients to GYMetrix services.

Bright, who has a degree in law,

has worked in the fitness industry for nine years with former roles including fitness instructor and personal trainer with LA Fitness, fitness director on a cruise ship and most recently an operational position in corporate fitness.

"These are exciting times for GYMetrix. In the last three years we have grown from two to 14 employees and are now beginning to expand internationally to meet the growing demand for our services," says GYMetrix founder, Rory McGown.

"It's great to see the growth in the number of operators using hard data and facts to determine what their members' want rather than relying on guesswork or what equipment reps tell them."

"It means they can deliver a better, more cost-effective service resulting in happier customers, which is what we should all be

