

COACH ROB LAGANA

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Experience

- Business Owner, Coach Jun 1992 to Current
Lagana Fitness — Ottawa, ON
- Sell personal training packages to prospects
 - Work with existing and new clients to continually provide service and support
 - Provide personalized solutions to my market
 - Mentor clients to motivate them to help them reach their goals.
 - Inspire clients and prospects through my own athletic achievements in bodybuilding
 - Specializes in fat loss, muscular development, clinical nutrition, fat loss nutrition, muscular development nutrition
- Brand Ambassador Feb 2018 to Current
Nutrition Sports Fitness — Ottawa
- Create article content for company website such as nutrition and supplement reviews
 - Share and create company posts on social media
 - Provide use of modeling photos and name for company purpose
 - Educate public on XPN and NSF brands
 - Attend events for company to help market and promote the brands
- Brand Ambassador Jun 2015 to Apr 2017
Peak Performance Products — Toronto, ON
- 4 weekly brand posts on my Facebook Fan page (total 8/month)
 - Tagged Peak Performance Products with a focus on Dymatize brand, in all posts AND hashtag
 - 4 weekly brand specific posts on Instagram (total 8/month) using the appropriate hashtags
 - 4 weekly Re-tweets on Dymatize Nutrition tweets.
 - Share and Repost Dymatize Nutrition Articles, Links, Posts, etc
 - Provide modeling photos, content articles, videos and product reviews to company upon request.
- Brand Ambassador Dec 2012 to Jul 2013
MusclePharm Canada — Toronto
- Provided lead generation and handled existing and new accounts for wet bar demos using MusclePharm products
 - Traveled to client locations to provide informational seminars about the products
 - Setup demos to provided public trials of the products.
 - Answer any questions about the product, obtained feedback and report results to company
 - Develop relationships with retailers and develop loyalties to both retailers and the public consumers
- Co-Owner and Chief Operations Director Jul 2010 to Jun 2011
Free Form Fitness — Ottawa

- Oversee and manage the building, team, sales, and service operations of a personal training center
- Schedule and perform assessments, give tour and close sales
- Create business metrics and personal trainer stats
- Create weekly business metrics, stats, analyze metrics and create action list for upcoming week
- Perform hiring interviews, dismissal and create partnerships
- Design pre-competitive customized nutrition and training plans
- Design baseline nutrition and takeaway plans for clients
- Performed seminars for business professionals on lifestyle changes and nutrition
- Setup, attend and become prime spokesperson at events and generate leads for company
- Oversee all trainer and front desk training
- Perform team meeting, set individual goals for the week and motivate team
- Communicate with all staff about clients on trials, make sure it's smooth
- Talk to trainers with trials to make sure they are following trial process
- Provide training to trainers for new exercise ideas and coaching their clients
- Write blog entries on lifestyle, nutrition and health and use social media to distribute
- Work as the prime contact and implemented a new design and functionality to company website
- Write reprimand when rules are not followed and warn staff
- Remind staff of the Monday meeting goals and motivate them
- Make sure all training sessions are being confirmed and keep sessions up
- Contact vendors, setup relations, order and maintain product inventory
- Schedule any marketing initiatives and meet with parties to help cross promote
- Prepare and perform quarterly evaluations on all staff Inspect that all processes and rules are being followed by trainers and front desk staff

Eastern Ontario Sales

Feb 1997 to Jun 1998

Healthy Body Solutions — Toronto

- Provided lead generation and handled existing and new accounts for one of the largest profit nutritional companies in North America
- Traveled to client locations to provide informational seminars about the products
- Setup demos to provided public trials of the products. Answer any questions about the product, obtained feedback and report results to company
- Develop relationships with retailers and develop loyalties to both retailers and the public consumers
- Provided quotes to retailers and handle any billing related inquires.

Owner Operator

Sep 1994 to Feb 1997

Paramount Physiques — Ottawa

- Co-Owned and operated a retail wellness and sports supplement center at Merivale Shopping Mall
- Sold a wide variety of sports and nutrition support products to consumers
- Provided health and nutrition assessments for prospects and consumers in order to provide them with the best product package that meets their individual needs
- Provided community awareness info sessions of the advance of the deconditioned state of human health and suggested plans to positively promote a healthier lifestyle

Education and Training

- National Academy of Sports Medicine CPT + Specialties
- IFBB Nutrition Certificate
- S.M.A.R.T Certificate from Dave Palumbo
- PN Level 1 Certificate from Precision Nutrition
- LSF Life Solutions Foundation Whole Food Nutrition Certificate
- Poliquin Group Biosignature Level 1 & 2 Practitioner

- Usui Reiki Master

Activities and Honors

- 1994 OPA Ottawa Bodybuilding Championship - Junior Men open 1st place
- 1994 OPA Provincials Novice Junior Men open - 1st place
- 1995 OPA Eastern Ontario, Bodybuilding Light-Heavy 5th place
- 1995 OPA Ottawa Bodybuilding Championship - Light-Heavy 2nd place
- 1996 OPA Western Ontario, Bodybuilding - Light Heavy - 4th place
- 1997 OPA Ottawa Bodybuilding Championship - Heavyweight 1st place and Overall
- 1997 OPA Northern Bodybuilding Championships - Light-Heavy 1st place
- 1998 OPA Ontario Bodybuilding Championships - Light-Heavy 7th place
- 2005 Neutron Canadian Bodybuilding Naturals - Open 5'9" to 5'11" 2nd place
- 2006 WNSO FAME 2006 Light Heavy Advanced - 7th place
- 2006 GNC MuscleMania Canada Open - 2nd place
- 2006 Neutron Canadian Bodybuilding Naturals - Opens 1st place and Overall
- 2012 OPA Ottawa Bodybuilding Championship - Opens Light Heavy 1st place and Overall
- 2013 OPA Provincials June 1st - Opens Light Heavy 11th place
- 2014 OPA Sudbury May 24 - Masters 3rd place
- 2015 OPA Toronto Provincial Championships June 5th - Masters 2nd place
- 2015 CBBF Nationals Bodybuilding Championships July 11th - Masters 6th place
- 2016 OPA Toronto Provincial Championships June 5th - Masters 5th place
- 2016 CBBF Nationals Bodybuilding Championships July 24th - Masters 15th place