

Mohammad Abu Amra

Senior Fitness, Sports & Operations Leader | 15+ Years Driving High-Impact, Revenue-Generating Health Club Operations

Executive profile

Seasoned, results-driven leader with a proven track record of scaling multi-site fitness organizations into high-performance, profitable operations. Renowned for delivering double-digit growth, elevating team culture, and translating strategic vision into measurable outcomes. Extensive experience in General Management, Consulting, and Senior Fitness Leadership, complemented by eight years as a Core Leader in a voluntary group. A trusted expert in fitness, sports, and operational excellence, dedicated to empowering people to thrive and to steering winning journeys.

Leadership and people development

- Built and led high-performing fitness teams across international and local clubs, spanning high-volume, mid-sized, and boutique facilities.
- Coached and mentored 500+ personal trainers and 15+ fitness managers, establishing standards of excellence, consistency, and accountability.
- A transformational leader who blends empathy with results orientation, driving culture shifts that sustain performance and member satisfaction.

Operational excellence and program innovation

- Delivered sustained, multi-site operational improvements that consistently yield revenue growth and improved profit margins.
- Implemented innovative products, athletic programs, and a winning culture at Gold's Gym, strengthening team performance and member engagement.
- Increased operational rigor at Fitness First as Fitness Manager and Senior Fitness Manager, successfully managing single-site and multi-club operations with standardized SOPs and KPIs.

Health club project founding, launch, and management

- Founded and led a health club consulting startup in Jordan, guiding the planning, development, and opening of 10+ clubs with strong revenue trajectories.
- Served as lead consultant and project manager for Sky Gym (3,000 sqm): achieved record pre-sale momentum, opening with 800 members on day one and launching all departments with robust SOPs and KPIs for long-term sustainability.
- Transformed Elite Gym (1,000 sqm) operations to avert closure, delivering a 50% revenue uplift within three months and establishing positive cash flow.

Strategic leadership and change management

- Expert in aligning people, process, and performance to achieve corporate vision, mission, and financial objectives.
- Proven track record in successful change management, team restructuring, and resilience-building—critical when developing clubs for entrepreneurs and investors.
- Comfortable operating at the intersection of strategy, operations, and talent, ensuring clubs are not only financially sound but also vibrant communities that inspire lasting health journeys.

Core strengths

- **Regional & Multi-Site Operations Leadership:** governance-aligned planning and scalable, high-performance club operations.
- **Financial Stewardship & Data-Driven Growth:** financial modeling, P&L, revenue forecasting, cost optimization, and KPI discipline.
- **Talent Development, Succession & Organizational Change:** mentoring, succession planning, strong team leadership, culture transformation.
- **Fitness Innovation & Product Development:** personal training expertise integrated with program/product innovation.
- **Marketing Strategy & Brand Growth:** strategic planning and execution of marketing and PR to elevate brand and growth.
- **Member Experience, Retention & Engagement:** retention strategies, engagement initiatives, and lifecycle marketing.
- **Stakeholder Engagement & Mission-Driven Leadership:** investor alignment and a genuine, purpose-driven leadership approach.

Employment History

Senior Health Club Business Consultant

Excellence for Sport Consulting (Amman, Jordan)

2018 - Present

Selected Projects:

- | | |
|----------------------------|------------|
| • Circles Health & Fitness | 2020-2022 |
| • Super Pump Gym | 2019-2020 |
| • Sky Gym | 2019-2021 |
| • Gym 88 | 2019 |
| • Elite Gym | 2018-2019 |
| • O2 Health Club | 2016- 2017 |

Fitness & PT Development Manager

Golds Gym – Khalda (Amman, Jordan)

2024 – 2025

- Developed innovative group training concepts and recurring events to enhance community engagement and member adherence.
- Built high performing team by creating innovative products, athletic programs, and a winning culture.
- Sustained personal training revenue during challenging periods while enhancing member retention and engagement.

Fitness & PT Development Manager

Golds Gym – Khalda (Amman, Jordan)

2017 - 2018

- Expanded PT team from 25 to 60 professionals across ladies and mixed gyms.
- Boosted PT revenue by 30% within four months. Spearheaded new systems to enhance member retention.
- Oversaw fitness services for 10,000+ weekly visitor.

Club General Manager

Fitness First Platinum (Amman, Jordan)

2013 – 2015

- Managed two high-volume clubs with over 8,800 weekly visitors.
- Coached sales and fitness teams to exceed KPIs and monthly targets.
- Drive 220 memberships and \$125K in monthly revenue.
- Led monthly staff training on operations, safety, and service standards.

Fitness Manager

Fitness First Plus (Amman, Jordan)

2012-2013

- Doubled monthly revenue and PT team size (12 to 22 trainers)
- Conducted weekly equipment training sessions for staff.
- Delivered 25 group fitness and PT training sessions monthly. 2012 - 2013

Assistant Fitness Manager

Fitness First Platinum (Amman, Jordan)

2011 - 2012

- Implemented near 100% of internal systems and SOPs.
- Managed team of 30 staff and contributed to operational performance.
- Promoted to Fitness Manager within six months.

Core Leader – Volunteering

Ahel Al Balad (Amman, Jordan)

2016 - present

As a core leader in Ahel Al Balad, I played an active role in advancing the movements mission of building ethical and compassionate communities through positive participation. Key contributions included:

- Organizing and leading community hikes to encourage wellbeing and social connection.
- Coordinating team building activities to strengthen unity and shared values. Leading tree planting and cleaning campaigns that aligned with our green commitment to giving back to the land.
- Facilitating environmental workshops and activities that encouraged a greener mindset and friendly habits.

Other Relevant Experience

- Tesla, First Aid Level 2 - Amman, Jordan (2018)
- DXB, DDW – Firefighters Department – Advance First Aid Course– Dubai, UAE (2017)
- Fitness Instructor – Fitness First Platinum (2010–2011)
- Fitness Instructor – Fitness First Platinum (2009–2010)
- Fitness & Group Instructor – Orthodox Club, Fitness Zone (2007–2009)
- Swimming Pool Supervisor / Lifeguard – Royal Automobile Club of Jordan (2007)

Licenses and Certificates

- TTT Fit2bronze course, Fitness First Academy – Amman, Jordan -2013
- Suspension Training Course Level 1, TRX Training Academy – Amman, Jordan -2012.
- First Aid Certified Instructor, Health Safety Solutions Academy – Dubai, UAE- 2018
- Health & Safety Courses, Health Safety Solutions Academy – Dubai, UAE- 2011
- Social Media 1:1 Training Course, Anas Al Marie, Social Media Specialist – Dubai, UAE – 2015

Education

Bachelor's degree
Sport Rehabilitation
Hashemite University, Al Zarqa – Jordan, 2007

Language Skills

English: Very good speaking, reading and writing skill
Arabic: Mother tongue

References

Furnished on request