

# GREG FINCH

Laser focused to live a life full of fitness, family, friends, and continual learning

## EXPERIENCE

### **Surf Strong Fit**, Morro Bay — *Owner / Operator*

2007 - PRESENT

- Launched Surf Strong Fit to combine my training expertise and passion for surfing to fulfill a mission to “Keep Surfers Strong and Stoked in the Water till their last beat”
- Personally write, record, and edit workout programs and content pieces each week
- Developed and continually improve systems to produce and edit training programs, track sales, marketing, client retention, and client success
- In March 2020 successfully transitioned business to a fully remote training company that now only requires 10-20 hours per week to operate

### **Studio Fitness**, Morro Bay — *Owner / Operator*

2007 - 2020

- In person boutique training studio where I trained and programmed:
  - Small group training classes
  - Small group personal training
- Personally wrote, recorded, and edited programs and content pieces for clients to have on-demand when away from the training studio
- Recruited, trained, and lead our small team of coaches, admin assistants, and nutrition coach

### **Operation Surf & Operation Healing Forces**, Morro Bay — *Surf Instructor & Coach*

2013 - PRESENT

- Both organizations are non-profits that introduce surfing and more importantly the healing power of the ocean to active duty military and veterans as direct therapy to improve personal and social connection, reduce stress, anxiety, and PTSD symptoms
- Through my 25+ years of surfing, surf instruction, and personal training I've made it my life's (Surf) Mission to work with Veterans in the Ocean to combat PTSD and the traumatically high suicide rate within this population

### **FitnessWorks**, Morro Bay — *Lead Personal Trainer / Independent Personal Trainer / Spin Instructor*

2004 - 2007

- Lead, managed, trained and developed personal training department
- In addition to my Lead Trainer role I completed 25+ personal trainings per week under what would become my Surf Strong Fit and Studio Fitness brands
- Programed for and lead multiple Spin classes per week

## EDUCATION | CERTIFICATIONS

### **California Polytechnic University**, San Luis Obispo — Bachelor of Science

*Recreation Administration* 2000 - 2002

### **American College of Sports Medicine**, cPT 2004 - PRESENT

### **American Red Cross**, CPR | **First Aid** 2004 - PRESENT

### **Certified Spin Instructor** 2004 - 2007

630 Quintana Road Suite 162

Morro Bay, CA 93442

(805) 242-8348

[greg@surfstrongfit.com](mailto:greg@surfstrongfit.com)

## SKILLS

- **Video Production Experience:**
  - Final Cut Pro
  - Audacity
  - Vector Graphics Editing
  - Google Suite
- **Detailed Project Management Experience**
- **Collaborating remotely with disbursed teams**
- **Working within and leading talented teams**

## PASSIONS

- **Family and Close Friends:** Best use of time period. Coupled with any item below even better
- **Surfing:** Being present in living water feeds the soul
- **To Get People Moving & Fit:** To share the joy of movement with others is what got me started on and what keeps walking this professional fitness path
- **Work with Veterans in Outdoor Activity Non-Profits:** Operation Surf, Operation Healing Forces
- **Mountain Biking:** All in after a long break. Man have I missed it
- **Lifelong Learning:** Remain open, ask great questions, and remember you don't have all the answers