

Alan Myers



Alan is a trailblazer in fitness franchising, so we couldn't be happier to have him join us in sharing his knowledge to our coaching network across Queensland next year.

With boundless energy and a passion for transforming the fitness industry, Alan stands at the forefront as a fitness franchise expert, reshaping the landscape through innovation and strategic leadership.

Alan's journey to becoming a pivotal figure in the fitness and franchising sectors started with an 11-year career in the Victoria Police Force. This foundational experience instilled in him the values of communication, collaboration, negotiation, leadership, and accountability. The daily habits, routines, and structures cultivated in law enforcement became the bedrock upon which Alan built his remarkably successful business career.

A seasoned campaigner in the Fitness/Wellness and Franchising sectors, Alan's expertise is both broad and deep. His unique skills were honed through various senior roles in the early stages of franchise networks, where hands-on involvement in all facets of the business—from sales and leasing to training, operations, product development, build, marketing, and finance—was essential.

Alan boasts a proven track record in growing franchising businesses while implementing the processes, systems, and infrastructure needed for scale. Notable among his achievements is his integral role in the expansion of the Jetts 24/7 franchise. Over his 10-year tenure, the network grew from 29 to over 200 locations in Australia, with international expansion into 56 New Zealand locations, the UK, and Europe. This remarkable success led to a private equity buyout at an impressive \$100 million valuation.

Following his tenure at Jetts, Alan took on the role of COO at Fitstop, a franchise with 18 locations. His impact was profound, guiding the brand through substantial growth. From his initial role, he transitioned to the CEO of Fitstop APAC. Alan's relentless commitment to establishing foundational elements for scalability was evident as Fitstop expanded to 135 locations and international expansion into the US, Singapore, and NZ.

Leading with purpose, Alan emphasizes authenticity and connection as integral components for team development and fostering a positive culture—a key factor in the success of any franchise network. Alan embodies the philosophy that "Passion Drives Performance," underscoring his commitment to propelling both individuals and businesses to new heights in the dynamic world of fitness franchising.