



MEDIA RELEASE: TRIBE TEAM TRAINING™

NO EMBARGO

DATE: 13.11.2012

TRIBE Team Training™ New Zealand CEO Takes the Nation by Storm.

The recent decision to appoint Darryl Goad as TRIBE Team Training™ New Zealand CEO has proven to be a highly beneficial one for both TRIBE Team Training™ New Zealand and TRIBE Team Training™ International.

TRIBE Team Training™ International CEO and Managing Director Haagon East says the need to employ a New Zealand CEO reflects on the success TRIBE Team Training™ New Zealand is enjoying in the local market.

East says the accomplishments so far in New Zealand have been significant, and largely due to Goad's tireless efforts.

"Darryl has really taken the bull by the horns and thrived in this position. He has set the standard for us on an international scale, and with his insight, experience and knowledge there is no doubt both the global and local companies will continue to prosper substantially."

Officially taking on the role in June this year, Goad joins the TRIBE™ with an impressive portfolio, having previously worked as a secondary school teacher before presenting on an educational program for TVNZ. Goad's involvement in the fitness industry is extensive, having worked as a group fitness instructor, personal trainer, coach, manager and program facilitator for over twenty years.

"Darryl's experience, combined with his ability to relate to people from all walks of life in the fitness industry really made him stick out from the pack," says TRIBE Team Training™ International Training Director Sue Richard.

"Darryl also has a brilliant presentation style, easily motivating and inspiring those around him and those working with him. Having Darryl join our team was a no-brainer."

Goad wears many hats as TRIBE Team Training™ New Zealand CEO, but his main focus is to help ensure a smooth roll out and launch of TRIBE Team Training™ into the licensed clubs. This includes guidance on studio setup and equipment, advertising, promotional material and events, plus he facilitates the modules for the trainers - coaching and preparing them to deliver the classes once the club launches. Goad then continues to liaise with the clubs post launch to make sure everything is running as it should be.

"When Haagon approached me to become involved with TRIBE Team Training™ as CEO for New Zealand it was a very easy decision to say yes. Having known Sue and Haagon for many years and what they have done within the industry, I had no doubt that what they had developed alongside our Creative Director Toby Donnelly would be a winner," says Goad.

"TRIBE Team Training™ works, and the feedback we've had from club owners and trainers is proof of that. They're over the moon, their members are getting amazing results, and we as a company can't ask for more than that."

As well as managing TRIBE Team Training™ New Zealand, Goad will play a major part in ensuring TRIBE Team Training™ International continues to flourish in the global markets.

For more information on Darryl Goad and on TRIBE Team Training™, visit www.tribeteamtraining.com

-----ends-----

For more information, please contact:

Ellen Donnelly

Communications and PR Director – TRIBE Team Training™ International

Mobile: +64 210366145

E-mail: ellen@tribeteamtraining.com

Website: www.tribeteamtraining.com