

# IS A CAREER IN THE FITNESS INDUSTRY RIGHT FOR YOU?

FREE WEBINAR



*Francis B. Neric, MS, MBA | ACSM National Director of Certification  
Geraldyn Coopersmith, MS, ACSM-EP | VP, Fitness Staff Development at EXOS*

# FRANCIS NERIC, MS, MBA

NATIONAL DIRECTOR OF  
CERTIFICATION



Francis Neric is the national director of certification for the American College of Sports Medicine (ACSM). Neric leads the development and administration of ACSM's state-of-the-art certification programs. He also serves on the boards of Committee on Accreditation for the Exercise Sciences (CoAES) and the Coalition for the Registration of Exercise Professionals (CREP). The CoAES establishes standards and guidelines for academic programs that facilitate the preparation of students seeking employment in the health, fitness and exercise industry. CREP advocates for minimum professionals standard for exercise professionals (such as, psychometrically sound competency-based exams and continuing professional development) and is committed to earning exercise professionals the recognition as a health provider.

# GERALYN COOPESMITH, MS, ACSM-EP

VICE PRESIDENT, FITNESS STAFF  
DEVELOPMENT



Geralyn is the Vice President of Fitness Staff Development for EXOS. In that role, she is responsible for the onboarding and continuous improvement of the field teams who serve general population clients. Prior to coming to EXOS GERALYN was the chief talent officer of Flywheel Sports, the global director of performance and fitness for Nike and the senior director of the Equinox Fitness Training Institute (EFTI). GERALYN has a master's degree in exercise physiology from Columbia University and is certified as an exercise physiologist from the American College of Sports Medicine.

## WHAT WE'LL COVER TODAY

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About ACSM



Career outlook



Opportunities



How to prepare



Professional growth



>50K

We are the American College of Sports Medicine – with more than 50,000 members and certified professionals strong from 90 countries around the globe. Representing 70 occupations within the sports medicine field, ACSM is the only organization that offers a 360-degree view of the profession. From academicians to students and from personal trainers to physicians, our association of sports medicine, exercise science, and health and fitness professionals is dedicated to helping people worldwide live longer, healthier lives.

**AMERICAN  
COLLEGE OF  
SPORTS  
MEDICINE**

# ACSM Certifications



## GROUP EXERCISE INSTRUCTOR

HS Diploma  
CPR + AED

- Healthy, cleared to exercise
- Small + large groups



## PERSONAL TRAINER

HS Diploma  
CPR + AED

- Healthy, cleared to exercise
- 1:1 training



## EXERCISE PHYSIOLOGIST

BS in ExSci  
CPR + AED

- Healthy
- Health challenges
- Personalized training



## CLINICAL EXERCISE PHYSIOLOGIST

BS (ExSci) + 1,200 hrs  
MS (ExPhys) + 600 hrs

Basic lifesaving

- Unstable disease
- Clinical exercise
- Medical fitness

# ACSM Certification Scopes

## EDUCATION & EXPERIENCE



Clinical Exercise Physiologist | MS + 600 hrs  
BS + 1,200 hrs

Exercise Physiologist | BS/BA

Personal Trainer | HS/GED

Group Exercise Instructor | HS/GED



LOW

MED

HIGH

CLIENT RISK

# 15% GROWTH

## *FITNESS TRAINERS AND INSTRUCTORS*

Median pay: \$40,390 per year (\$19.42 per hour)

Outlook: Much faster than average job growth

Number of jobs: 373,700



# 11% GROWTH

## *CLINICAL EXERCISE PHYSIOLOGISTS*

Median pay: \$49,170 per year (\$23.64 per hour)

Outlook: Much faster than average job growth

Number of jobs: 19,800



# What ACSM Professionals Are Saying



**YADHIRA MALDONADO**  
**ACSM-CPT**

"I live to learn and to teach ... I show others that you can experience the same struggles as everyone else, and (to) make time to be emotionally, mentally and physically healthy."



**STAN WARD**  
**ACSM-EP**

"I ultimately (wanted to be) a resource for (clients) to identify the areas in their lives that would allow for maximal quality of life (and) we are able to get out in front of trends that could potentially lead to disease."



**ROBERT BERRY**  
**ACSM-CEP, RCEP**

"... helping people with chronic disease learn about their disease and management strategies. Clinical exercise physiologists have the opportunity to interact with patients on a level that most physicians can only dream of."

# Career Growth and Development



## ENTRY-LEVEL PERSONAL TRAINER

Certification and limited experience.

\$17/hr or \$25/class



## ADVANCED PERSONAL TRAINER

Typically has a degree (\*ExSci) and/or multiple certs. 3-5 years experience.

\$30-35K/yr + benefits



## ON-SITE FITNESS MANAGER

Focus on local staff supervision, hiring and training. 5-7 years of experience + degree.

\$50-55K/yr + benefits



## REGIONAL FITNESS MANAGER

Multi-site supervision, budgeting, strategic planning, 7-10 yrs of experience + degree.

\$75K/yr + benefits



## Market Drivers

A sense of community during workouts is the top motivator for consumers to exercise in a formalized setting. Integration of technology in fitness is growing and consumers are driving that growth (FitBit, Apple). Consumers are flocking to specialized trainers to improve ADLs for certain diseases or conditions, athletic performance, etc.

# What is driving demand?

TECHNOLOGY | SPECIALIZED TRAINING | SOCIAL-COMMUNITY



A photograph of two women in a gym setting. The woman on the left, wearing a blue tank top and black leggings, is performing a resistance band exercise with one leg extended back and held by a band. The woman on the right, wearing a red tank top and black leggings, is kneeling and assisting her. The background shows various gym equipment like treadmills and a trampoline. The text "Is in-person training dead?" is overlaid in the center.

**Is in-person training dead?**

A person in a white hoodie is sitting on a stationary bike, working on a laptop. A woman in a blue sports bra and leggings is also on a stationary bike, exercising. The background shows a gym with posters on the wall, including one for 'PRECISION RUN' and another for 'HEADSTRONG'.

**CAREER OUTLOOK IN THE COVID ERA**

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**Flexibility is the key to  
stability.**

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JOHN WOODEN

# Certification Process



# Exam Preparation Options



## SELF

Strong background or experience

- Textbook(s)
- Practice questions
- FB study group



## ONLINE GROUP

Limited background or experience

- Textbook(s)
- Practice questions
- FB study group
- Webinars



## LIVE GROUP

Limited background or experience

- Textbook(s)
- Practice questions
- FB study group
- Webinars
- Two-day workshop

# WHERE TO TAKE ACSM EXAMS



## PEARSON PROFESSIONAL CENTERS

- Wholly owned test centers
- Global network: 320



## PEARSON AUTHORIZED TEST CENTERS

- Training centers and businesses
- Academic institutions
- U.S. Military installations
- Government agencies
- Global network 5,600



## ONVUE


- Available July 1, 2020
- Personal device
- 24 hrs x 7 days/week



# CONTINUING EDUCATION

*Distinguishing professional certification from educational certificates.*

Demonstrates specified levels of knowledge, skills, or ability not only at the time of initial certification but **throughout a professional career**



*Certification is the beginning  
of the journey, not the end.*



### ACSM Certification

#### Getting Certified

Choose an ACSM certification, and you're choosing the gold standard. Learn more about what it takes to achieve distinction and how we'll support you every step of the way.

[Get Certified >](#)

#### Staying Certified

Thank you for using your ACSM certification to serve clients well. Maintaining your certification is a smart move, and we make it easy while keeping our standards high.

[Stay Certified >](#)

### Sign Up for a FREE Certification Resource Guide

Learn about the different ACSM Certifications and discover which one is right for you!

Email:

[Submit](#)

### Development & Career Opportunities

### News

Update: ACSM Certification Exams at Pearson VUE Testing Centers  
Mar 12, 2020

ACSM Announces Initial Plans for 2020 Annual Meeting Content  
May 1, 2020

COVID-19 Financial Relief  
Mar 31, 2020

ACSM Certification Benefits: CREP  
Mar 16, 2020

[See All News Items >](#)

### Blog

ACSM Fit Science In The News  
Jun 03, 2020

ACSM's Foundations of Strength Training and Conditioning - New Page  
May 30, 2020

The Science of Sitting Less | Free Webinar  
May 29, 2020

[See All Blog Posts >](#)

# EXOS



## About EXOS

EXOS has been leading the way in workplace wellness for over two decades, creating evidence-based employee wellness programs for global companies across a number of industries. EXOS' health solutions come to life through a combination of wellness services, technology, fitness facilities, and performance staff, and are always within reach — online, via mobile apps, and through in-person coaching. EXOS has over 150 corporate clients and 400 locations in 30 countries.

## EXOS Education

Take your career and your clients' performance to the next level with EXOS' online education and training. Gain knowledge in your area of expertise, and stay up to date on the latest performance research, all while earning ACSM continuing education credits.



### EXOS Presents: Multidirectional Speed

This course focuses on the non-reactive properties of multidirectional speed. Emphasis is placed on focused movement strategies for developing the shuffle and offering instruction, error identification and correction, and cueing.



### EXOS Presents: Movement Preparation

This course redefines the term warm-up and focuses on dynamic stretching methods and movement strategies for hip activation. Specific emphasis is placed on instruction, error identification and correction, and cueing.



### EXOS Presents: Medicine Ball


Learn how medicine balls may be used to enhance performance and decrease the risk of injury. Also receive instruction on movement strategies such as stance, movement direction, error identification and correction, and cueing.



### EXOS Presents: Integrating Nutrition into Training

Learn about the EXOS performance nutrition principles you can use to systematically help your clients upgrade nutritional behaviors that will play a significant role in maximizing energy, improving recovery, and creating a new nutrition "normal".



A group of people, including a man in a blue shirt and a woman in a grey tank top, are holding hands in a circle. The man in the blue shirt is wearing a headset microphone. The woman in the grey tank top has tattoos on her arms. The background is a plain wall.

**"Alone, we can do so little;  
together we can do so much."**

HELEN KELLER

**Questions?**



# We're Going **Virtual!**

April 7-10, 2021

## SAVE THE DATE

25th Anniversary: Moving Beyond Barriers

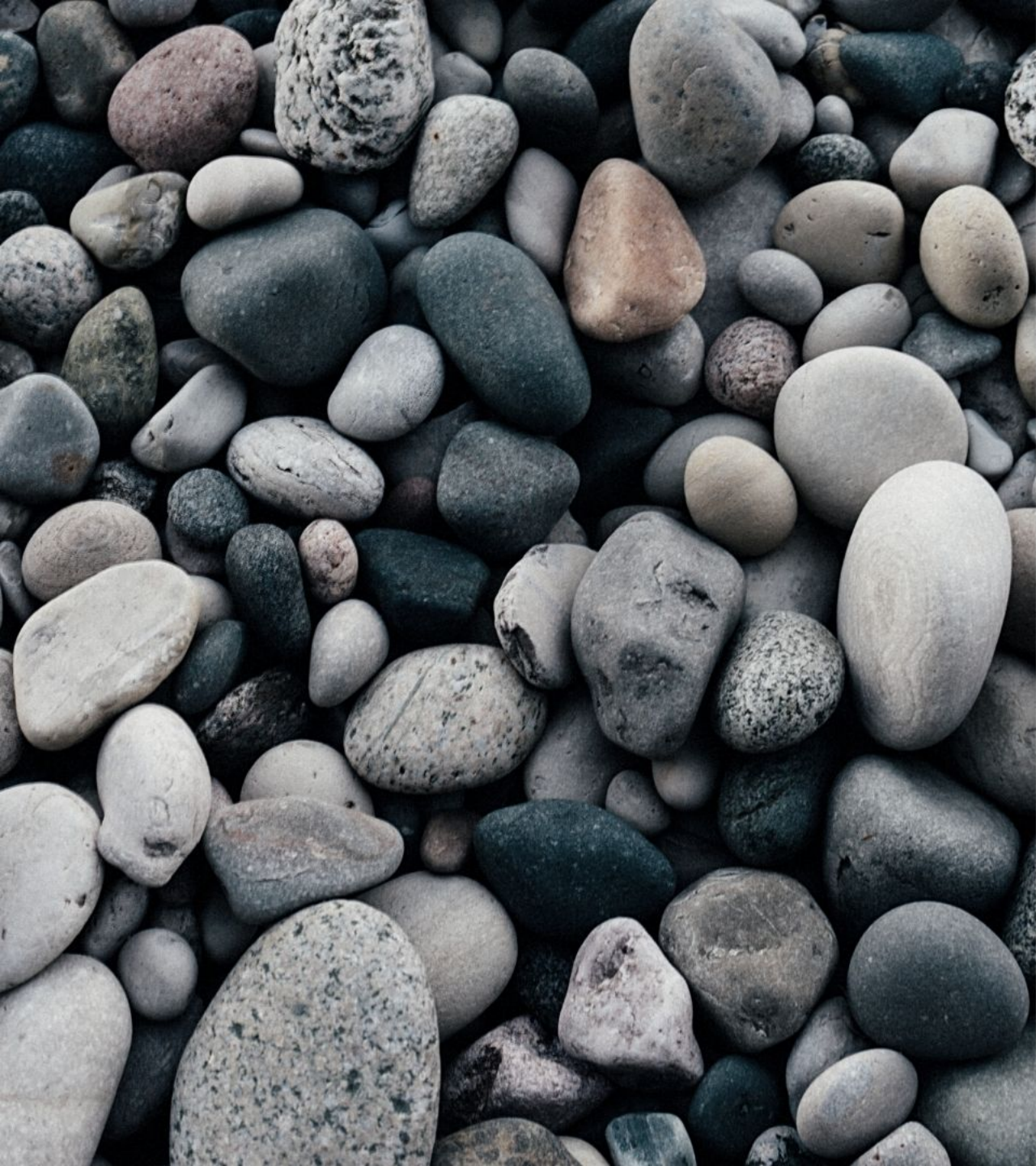
Join us to learn key strategies to overcome common health fitness barriers.

The ACSM International Health & Fitness Summit is perfect for:

Health Fitness Professionals   Personal Trainers   Students   Health Care Professionals  
Fitness & Wellness Program   Educators/Faculty   Exercise Physiologists

Registration details coming soon.

[www.acsm.org/acsm-summit-home](http://www.acsm.org/acsm-summit-home)



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## CONTACT INFORMATION

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