

# BRAD WHITE

**CHIEF FINANCIAL OFFICER | CHIEF EXECUTIVE OFFICER**

P&L Management | E-Commerce | Channel Partners

## PROFESSIONAL PORTFOLIO

Salt Lake City, Utah, United States

linkedin.com/in/bradwhite-79564193

*Too often people sacrifice what they want long term for what they feel right now. Real success is learning to overcome that, and helping others do the same.*

## EXECUTIVE PROFILE

Highly accomplished finance and operations leader with more than 20 years of experience in e-commerce, retail, and commercial fitness equipment across the United States. Advanced through 3 senior roles over 19 years at a fitness equipment company, including 16 years of operations leadership, before founding a mission-led venture in 2025. Now directs the US financial platform of a British manufacturer with 45 years of heritage, connecting 4 core systems into one accounting backbone.

Brad believes in listening as well as being heard: once that step is complete, individuals become a group and can accomplish anything. That philosophy shapes how he builds a culture of shared ownership and celebrated performance.

## CAREER AT A GLANCE

| | | |
|---|---|---|
| **20+** Years in e-commerce and retail | **19** Years at Sole Fitness | **16** Years leading operations |
| **45** Years of Pulse heritage | **4** Systems integrated into accounting | **4** Customer segments served |

## CORE STRENGTHS

- **Financial leadership:** P&L management, pricing, margin control, forecasting, and budgeting, built over more than 20 years in e-commerce and retail.
- **Systems integration:** connecting the website, ERP, CRM, and logistics back into accounting to give leadership clear financial visibility across all US sales channels.
- **Cost control:** managing 4 delivery and service areas: freight, white-glove delivery, domestic parts, and the service network.
- **Executive progression:** led through 3 successive senior roles in 19 years, from operations to interim finance to chief executive.
- **Channel strategy:** channel partner planning across health clubs and studios, multifamily and corporate fitness rooms, rehabilitation facilities, and high-end home gyms.

## AREAS OF EXPERTISE

### Finance

- P&L Management
- Pricing Strategy
- Margin Analysis
- Financial Forecasting
- Budget Management
- Cost Control

### Commercial and Systems

- Channel Partners
- E-Commerce Strategy
- Systems Integration
- ERP Implementation
- Logistics Management
- Retail Operations

### Leadership and Operations

- Operations Management
- Market Entry
- Strategic Leadership
- Team Building
- Financial Reporting
- Profit Protection

# CAREER TIMELINE

| | |
|---|---|
| Sep 2026 - Present | **Chief Financial Officer** Pulse Fitness USA |
| Nov 2025 - Present | **Chief Executive Officer** Flytte Fitness |
| Oct - Dec 2025 | **Ecommerce Architect** Self-employed |
| Aug 2023 - Oct 2025 | **Chief Executive Officer** Sole Fitness |
| Sep 2022 - Aug 2023 | **Interim Chief Financial Officer** Sole Fitness |
| Jul 2006 - Sep 2022 | **Vice President of Operations** Sole Fitness |
| Jan 2004 - Jul 2006 | **Outpatient Clinical Representative** University of Utah Hospitals and Clinics |

# PROFESSIONAL EXPERIENCE

## Chief Financial Officer

**Sep 2026 - Present**

*Pulse Fitness USA | Salt Lake City, Utah*

Oversee the US financials of a British commercial fitness equipment manufacturer with 45 years of heritage, covering pricing, margin, forecasting, and budgeting.

*Key Achievements*

- Integrate 4 systems, the website, ERP, CRM, and logistics, back into accounting to deliver a seamless US market entry across all channels.
- Control costs across 4 areas: freight, white-glove delivery, domestic parts, and the service network.
- Align pricing and margin planning with 4 customer segments: health clubs and studios, multifamily and corporate fitness rooms, rehabilitation facilities, and high-end home gyms.

## Chief Executive Officer

**Nov 2025 - Present**

*Flytte Fitness | Salt Lake City, Utah*

Direct a mission-led company for more than 1 year, bringing assisted walking to vulnerable populations to help them regain independence.

*Key Achievements*

- Establish the company's commercial foundation in 2025 around 1 clear mission: restoring independence to the people it serves.
- Apply more than 20 years of e-commerce and retail experience to protect profitability from the earliest stage.
- Build a culture of shared ownership and celebrated performance, drawing on 19 years of leadership at a fitness equipment company.

## Ecommerce Architect

**Oct 2025 - Dec 2025**

*Self-employed | Salt Lake City, Utah*

Developed profit-safeguarding e-commerce systems for client businesses during a 3-month engagement.

*Key Achievements*

- Created operating environments that enhanced profit margins and supported business growth for client businesses within 3 months.
- Fostered a culture of shared ownership and celebrated performance by leading with 2 core traits: confidence and humility.
- Safeguarded profitability through systems design, drawing on more than 20 years of e-commerce and retail experience.

### Chief Executive Officer
**Aug 2023 - Oct 2025**

*Fitness Equipment Services LLC, DBA Sole Fitness | Salt Lake City, Utah*

Led the company for 2 years and 3 months, building on a 19-year foundation of culture and values to shape the future of the fitness industry.

*Key Achievements*

- Reinforced the company culture and values shaped over 19 years to guide a promising next chapter.
- Progressed through 3 senior roles in 19 years, from operations to interim finance to chief executive.
- Positioned the business for long-term growth in the fitness industry over a 27-month tenure.

### Interim Chief Financial Officer
**Sep 2022 - Aug 2023**

*Fitness Equipment Services LLC, DBA Sole Fitness | Salt Lake City, Utah*

Managed the finance function for 1 year as interim chief, extending 16 years of operations leadership into financial stewardship.

*Key Achievements*

- Leveraged 16 years of operational insight to inform financial decisions across a 12-month interim tenure.
- Maintained financial oversight and accountability throughout 1 full year of leadership transition.
- Prepared for the move into the chief executive role in August 2023 after 1 year in the finance seat.

### Vice President of Operations
**Jul 2006 - Sep 2022**

*Fitness Equipment Services LLC, DBA Sole Fitness | Salt Lake City, Utah*

Ran company operations for 16 years and 3 months, growing alongside the business from July 2006 to September 2022.

*Key Achievements*

- Forged an operational foundation across 16 years that later supported 2 successive executive promotions.
- Delivered reliable operations from 2006 to 2022 as the company grew in the fitness equipment market.
- Sustained a values-led culture across 16 years of daily operations.

### Outpatient Clinical Representative
**Jan 2004 - Jul 2006**

*University of Utah Hospitals and Clinics | Salt Lake City, Utah*

Served outpatient clinical operations for 2 years and 7 months within a university hospital system.

*Key Achievements*

- Acquired 2 years of frontline healthcare experience supporting patient-facing outpatient services.
- Strengthened communication and listening skills in 1 patient-facing role, strengths carried into 19 years of leadership.
- Honed attention to process and accountability across 31 months of outpatient service.

## EDUCATION AND LANGUAGES

**University of Utah** Salt Lake City, Utah

**Salt Lake Community College** Salt Lake City, Utah

**Languages:** English, Spanish (Professional Working)

## CONNECT

LinkedIn: linkedin.com/in/bradwhite-79564193

Location: Salt Lake City, Utah, United States