



## **FOR IMMEDIATE RELEASE**

### **Media Contact**

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### **Active Wellness Announces Marty McCallen as Executive Director of New Business**

SAN FRANCISCO, CALIF., May 1, 2025—Active Wellness, a leading fitness design and management services company, is proud to announce the appointment of Marty McCallen as Executive Director of New Business.

With decades of global experience in the fitness and wellness industry, Marty has built a reputation for forging strong, strategic relationships and delivering tailored, results-driven solutions that create success for both his partners and organizations. His deep industry knowledge and expansive network, including connections with top gym operators, franchise leaders, consultants, and equipment manufacturers, will be instrumental in advancing Active Wellness' mission and supporting the growth of our strategic management partnerships as it continues building healthier communities.

As Executive Director of New Business, Marty will focus on developing new sales strategies and identifying potential clients, nurturing these relationships to successfully close contracts. His efforts will play a key role in driving new recurring revenue streams for the organization. Additionally, Marty will collaborate with Director of Client Services Mark Siebert and other executive leaders to represent Active Wellness at industry conferences and tradeshows, where they will connect with buyers seeking reliable and innovative fitness and wellness solutions.

"We are thrilled to welcome Marty to Active Wellness," said Co-Founder, President and Chief Executive Officer Bill McBride. "His proven track record in the fitness and wellness industry, combined with his collaborative approach and extensive network, will be instrumental as we expand our strategic partnerships and continue innovating to improve the health and well-being of the communities we serve."

Marty's passion for connecting people and delivering meaningful solutions perfectly aligns with Active Wellness' mission to build healthier communities through innovative fitness and wellness programs.

### **About Active Wellness**

Active Wellness is The Healthy Life Company®, providing fitness and wellness management and consulting services to healthcare providers, developers, corporations and communities throughout North America. With more than 35 wellness center, workplace amenity and active aging locations and 375 employees across the country, our mission is to build and inspire healthier, more active lives through high touch interactions and technologies that support a better quality of life. We accomplish this by creating inspiring environments,

delivering results-based programming and building meaningful relationships that support positive change in people's lives. For more information, visit [ActiveWellness.com](http://ActiveWellness.com).

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