

Xponential Fitness Case Study

Global Talent Solutions (GTS), Franchise Executive Search Team Empowers Fitness Franchise Conglomerate by Accelerating Growth throughout Rapid M&A Expansion with over 43 Executive Hires in Less than 36 Months

Overview

Xponential Fitness had established an aggressive plan to grow its portfolio of boutique fitness brands through numerous mergers and acquisitions while also expanding the footprint of each distinct brand through franchising.

Through the process of merging and acquiring multiple fitness franchise brands, Xponential Fitness was faced with the challenge of having to bring on new corporate leadership and executive team members, while creating and replacing entire organizational charts across their multiple brands simultaneously.

“When you try to grow nine businesses at the same time, it’s really like trying to build a plane in the air,” said Anthony Geisler, Founder and CEO of Xponential Fitness.



About Xponential Fitness

Founded in 2017 by Anthony Geisler, Xponential Fitness has built and curated a diversified platform of eight disruptive boutique fitness franchise brands spanning across fitness and wellness verticals - including Pilates, indoor cycling, stretch, rowing, dance, running and yoga.

Currently, Xponential’s franchise portfolio of brands includes:

- Club Pilates
- CycleBar
- StretchLab
- Row House
- AKT
- YogaSix
- Pure Barre
- STRIDE

Snapshot



43 New Executive Placements in Less than 36 Months



1,450+ Locations, 1,000+ in Development



Award-Winning Brands



Stellar Brand Reputation

Solution

Xponential Fitness partnered with Global Talent Solutions (GTS), a leader in executive recruiting and talent acquisition within the franchise space, after seeing how the firm had helped several franchise competitors and peers successfully build their leadership teams.

“With GTS’s help, we were able to expand our organizational charts not only with the franchise brands we had recently acquired but in start-up brands as well,” said Geisler.

Global Talent Solutions' Advantages



One of the greatest advantages Xponential Fitness saw in working with GTS was that they are well known throughout the industry as the franchise executive search experts and able to quickly deliver access to candidates at a level they couldn't have reached on their own.



The franchise conglomerate was impressed with GTS's ability to supply candidates who had already been identified, contacted, vetted, pre-screened, and educated about why the opportunity to join the company is exciting.



By gaining an in-depth understanding of the brand's needs and growth trajectory, GTS was able to foresee exactly what roles Xponential Fitness would need, when they should be filled and the ideal candidate background. This enabled the franchisor to focus on what they do best; growing the brands, increasing revenue and building a great company.

“Having the success that Xponential has had in such a short period of time lends itself to a lot of people trying to get in contact with us, asking, ‘How did you do what you did and how do we replicate the success that you’ve had? How do you hire talent? How do you hire so many people? How do you get it right over and over again while you were growing at such a rapid pace?’ We really have to credit GTS for that.”



Anthony Geisler

*CEO of
Xponential Fitness*

Results

- **43 New Executive Placements in Less than 36 Months** – GTS was able to deliver top talent for a diverse array of roles, including Brand Presidents, Chief Operating Officers, Chief Marketing Officers, Chief Franchise Development Officer, Vice President of Sales, Vice President of Analytics, Digital Marketing Executives, Finance Executives, as well as Design, Construction, and Real Estate Leadership.
- **1,450+ Locations, 1,000+ in Development** – Xponential Fitness has been able to achieve explosive growth throughout this period of rapid expansion thanks to the executive teams GTS was able to build.
- **Award-Winning Brands** – For consecutive years, Xponential Fitness was represented by three of its portfolio brands, including Pure Barre, Club Pilates and CycleBar, on the prestigious Entrepreneur Magazine's Franchise 500.
- **Stellar Brand Reputation** – Xponential Fitness never had to worry about GTS properly representing the brands and educating candidates about the organization and culture – helping the franchise company maintain its stellar reputation.