

MATTHEW HARRINGTON

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PROFILE

Forward thinking operations executive with a 15-year track record in the health and fitness industry. Offers an analytical approach of developing membership-based experiences that make a lasting positive impact on the lives of the members. Excels at leading when the stakes are high and multiple stakeholders are required to come together to accomplish a single goal. Completed an MBA at MIT Sloan with certificates in Sustainability and Business Analytics in May 2022. Recently departed a role as Founder/President of a fitness business to make impact at a larger scale by joining a high-growth technology organization focused improving sustainability

Brand Building/Creation | Strategic Planning | Market Analysis | Stakeholder Management
Revenue Optimization | Process improvement/Simplification | Business Analytics | Sustainability

PROFESSIONAL EXPERIENCE

The Healthworks Group, Boston, MA

2007 – 2021

Head of Business Development, Executive Team Member & Partner

The Healthworks Group provides fitness experiences to the Boston area with a real estate focused multi-brand strategy. Played a leading role in the expansion from one to four unique brands designed for diverse market segments, ranging from low-priced retail-focused fitness to high-end luxury corporate fitness.

Leadership Impact:

Serve on the executive team driving strategy for all brands. Lead a team of up to 50 people across multiple locations, provide full P&L oversight, and drive marketing. Navigated the company through the COVID crisis, ensuring all brands sustained viability and remained set up to return to growth.

Brand Impact:

Developed three new brands based on changing industry trends. Grew legacy business through expansion and reinvention.

GymIt | Founder and President

2010-2021

A high-volume low-priced gym concept with two locations with ease of joining.

- Created a concept focused on attracting fitness forward young professionals. Designed and built locations to accommodate more than 20,000 workouts per month.
- Disrupted the industry as the first gym concept to operate with 100% online membership sales, eliminating the need for traditional salespeople, resulting in significantly reducing G&A and dramatically improving the member experience.
- Led and designed a major organizational restructuring and cultural rebranding which successfully overhauled employee experience by creating a meaningful and rewarding work experience.
- Improved retention by more than 10% by implementing a closed-loop NPS feedback system

First Fitness Mgmt. | Partner

2017-2021

Delivering the fitness needs of office tenants in locations not large enough to support a full-service gym.

- Partnered with brand's President on client acquisition, site selection and design, and long-term strategic planning

Republic Fitness | Founder and Partner

2014-2021

A luxury co-ed fitness center with a core belief that we are stronger together.

- Developed the branding and successful pre-sale of this downtown fitness center.
- Directed architects, designers, and union contractors to execute a complicated build out in a luxury office building.

Healthworks | Partner and Various Roles

A premium women's only fitness business with four locations; Healthworks' legacy brand.

- **Head of Business Development** **2012-2021**
 - Analyze and collect data to determine the needs of nearly 20,000 members through a survey and membership database to determine new and unmet needs of our members. Make operational, site, and online changes in response.
 - Manage the design and construction of new sites and large-scale renovation projects to grow membership base and reduce attrition.
 - Lead all site selection efforts, lease negotiation and lease renewals for existing and new locations.
 - Source and execute large scale equipment purchases and capital improvement projects.
- **Strategic Projects Manager** **2008-2012**
 - Oversaw the relocation, design, and construction of a luxury fitness facility resulting in a 100% increase of EBITDA and cash flow compared to prior location.
 - Assess partnership opportunities as well as the need for outsourcing or insourcing business processes.
- **Corporate Sales Director** **2007-2008**
 - Managed relationships and drove new business in through B2B selling of memberships. Organized large scale wellness fairs and events.

EDUCATION

- MIT Sloan School of Management | MBA** **2020 - 2022**
Executive MBA Program
Certificates in Business Analytics and Sustainability
Completion in May 2022
- Colby College | BA in Business Administration** **2000 - 2004**

BOARD MEMBERSHIPS AND INDUSTRY

- REX Roundtables for Executives | Member** **2012 - 2021**
Mastermind group of leading fitness professionals from around the world.
- Watertown/Belmont Chamber of Commerce | Board of Directors** **2014 - 2017**
Business association with a mission to promote local business and work with town legislators to enhance the community.
- New England Health and Racquet Sports Association | Board of Directors** **2012 - 2015**
Legislative director for the regional arm of IHRSA the global health and fitness association.

OTHER

World Traveler, Expert Skier, Launch Boat Operator, Amateur Chef, 2x Boston Marathon Finisher, Sub-90min Half Marathon, and Sub-20min 5k Runner

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Dear Members of the Select Board and Light Commission,

My name is Matt Harrington and I was raised in Old Town Marblehead. After living in Boston for 15 years, I returned to Marblehead in 2018 with my wife, Tova, to raise our Family. We currently reside on Arthur Ave with our boys: Seymour (6), Ellis (3), and a baby boy arriving soon. We believe in supporting the community in which we reside, my wife serves on the Friends of Marblehead Schools board, and I currently act as the Safe Routes to School liaison for Glover School through Sustainable Marblehead.

For the past 12 years I have operated a successful Health Club business in the Boston area opening and overseeing 7 locations. More recently I decided to go back to school and graduated in May 2022 from the MIT Sloan School of Management with an MBA and certificates in Sustainability and Business Analytics. Throughout my career I also served on the board of an industry association- The New England Health and Racquet Sports Association (NEHRSA) as well as a board member of the Watertown/Belmont Chamber of Commerce. Please see my resume for more details on my career.

The Marblehead Municipal Light department is one of the many things that makes Marblehead a unique and great place to live. There is a long tradition of the MMLD providing exceptional service and I believe that my education and experience as a business owner can help continue this tradition. In order to continue this legacy I believe that the commission and department should focus on the following items:

1. **Business:** Continue to operate MMLD as a profitable independent business with a focus on reliability, customer service, and reasonable rates. Marbleheaders often brag that "Marblehead Doesn't Have Power Outages," this ethos should continue.
2. **Sustainability:** As a coastal community Marblehead has a lot to lose facing a future of climate change and rising sea levels. We need to empower our residents to be individually sustainable and carbon neutral in order to achieve the townwide goals. The current NextZero incentives, and limited MassSave availability puts us at a disadvantage.
3. **Prevention:** Proactive preventative maintenance and upgrades of our infrastructure will help achieve the above goals and continue the MMLD legacy of excellent reliability.

Thank you for your consideration of my interest in joining the Light Commission. Please do not hesitate to reach out if you have any questions or clarifications regarding my interest.

Sincerely,
Matthew Harrington