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NEW SALES APPOINTMENTS AT MATRIX FITNESS

Matrix Fitness is delighted to announce the creation of two new roles to support the growth of Matrix Fitness, the commercial division of Johnson Health Tech UK (JHT). Anthony Foster, previously with Fitness Systems LTD, and Jo Rich, formerly with Holmes Place – Switzerland.

Jo Rich joins the team as key account manager, with responsibility for managing ongoing relationships with Matrix's fast growing key accounts, and identifying and developing new business opportunities. Jo has extensive experience in operations; regional sales and key account management, both in the UK and internationally, having previously held roles with Holmes Place, Cybex and Livingwell.

Jo Rich said, "I am very pleased to be joining JHT. It's an extremely exciting time for the business, and, accompanied by an excellent product pipeline, I feel well positioned to grow existing Key Accounts, with the emphasis on exceeding customer expectations."

Anthony Foster has taken up the role of Head of Sales North, and will be focused on supporting the Head of Area Sales, Jeremy Jenkins, to develop the regional sales team.

Anthony previously held senior sales roles with Fitness Systems, Precor, Cybex, and Spanish manufacturer, B H Fitness. He has gained extensive industry experience as GM at Bannatynes Health Club, and Manager of the prestigious 5 star Gulf Hotel Leisure and Recreation facilities, Bahrain. Anthony established a successful ladies only gym in his home town of Preston.

"I'm really excited at the prospect of my new role as Head of Sales North for Matrix Fitness" says Anthony, "I've been following the progression of the company over the last few years, and have been really impressed by the fantastic portfolio of products that the Johnson group brings to market, along with an impressive infrastructure for service and after sales that I believe is second to none."

-ENDS-

Words: 296

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About Matrix Fitness Systems

Matrix Fitness Systems - www.matrixfitness.co.uk - is the commercial division of Johnson Health Tech UK Ltd, a supplier of a complete range of premium commercial grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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