

Tina Holden

Start-up Award

*Co-founder and CEO, Cardio Fit Bootcamp Inc.
Mount Pearl*

*Recognizes an entrepreneur responsible for a profitable business that has been in operation for a minimum of two years to a maximum of five. Sponsored by **Newfoundland & Labrador Credit Union**.*

In less than three years, this year's winner of the Start-up Award has built the biggest bootcamp-style outdoor fitness company in Atlantic Canada.

Tina Holden and her husband, Steve Moody, established Cardio Fit Bootcamp in 2007, three weeks after the family moved home from Vancouver. She had planned to continue working for a consulting company she had established but was inspired to start a new business after identifying a significant gap in the province's gym industry: outdoor fitness.

Holden crafted a program combining her own experience in competitive sports with top research in the field, and hired three nationally-certified trainers. Cardio Fit Bootcamp classes are offered in St. John's as well as in Mount Pearl, Paradise, Torbay and Portugal Cove-St. Phillips.

The company grew so quickly that Holden left her consulting business to pursue the new venture full-time. She is now supported by a team of over 20 employees.

Holden rose as a leader in this male-dominated industry through high-quality programming, media appearances, and fun promotions such as Newfoundland's first Biggest Loser contest. Former bootcampers say the programming has increased their confidence as well as provided fitness benefits such as weight loss.

One of the biggest challenges has been managing the explosion of success. To deal with the obstacle of finding and retaining staff, the company has hired slowly, building a team from within. Some of the most passionate bootcampers are now certified trainers with Cardio Fit Bootcamp.

The company incorporated in 2009, and her current focus is on expanding into the youth, children, and seniors markets to address this province's alarming lifestyle-related health statistics.

With an ambitious plan to bring the company national, she is also negotiating expansion into Ontario.