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Hospitality expert Tina Pauley joins BH Fitness as Business Development Manager

January 16, 2012 Foothill Ranch, CA – Leading Orange County fitness equipment manufacturer BH North America Corporation hired Tina Pauley as Business Development Manager to drive growth in the vertical/commercial markets.

In this newly created position, Ms. Pauley will draw upon her 14 years of industry experience with Star Trac and Les Mills to build new business for the BH Fitness brand. Ms. Pauley will focus on expanding the BH Fitness commercial dealer network and securing national and regional commercial accounts. Consistent with BH North America's business model, strategic goals, and loyalty to its dealer partners, new accounts and commercial growth will be channeled exclusively through the dealer network.

“Tina is a great asset to our corporation. She is well respected in the fitness industry and has a keen understanding of how the dealer distribution channel and national accounts work together. Her background complements our strategic expansion in these markets and her efforts are another way we’re contributing to our dealers’ success by driving leads to their businesses,” said Steve Wilkins, Chief Executive Officer of BH North America.



In addition to her extensive background in Hospitality, Ms. Pauley has worked closely with national and regional accounts in Multi-Housing, Senior Living, Corporate Fitness, Education, and Medical facilities. She plans to leverage this experience and these relationships in her new role.

“I’m excited about joining the BH team and working with our dealers to expand our presence in the vertical markets,” stated Ms. Pauley.

Tina Pauley lives in Orange County & enjoys living an active lifestyle. She teaches BODYPUMP® at Los Caballeros Sports & Racquet Club and is training for her 13th Ironman®, which will be Ironman New York City in August.

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About BH Fitness

BH Fitness is a multi-national company within the BH Group, headquartered in Spain and creating quality products for over 100 years. Built on a legacy of producing high end, user-focused fitness equipment for the home, light commercial and full commercial settings, BH Fitness manufactures and distributes treadmills, ellipticals, upright bicycles, recumbent bicycles, indoor training cycles, whole body vibration platforms and strength equipment. With distribution and operations in North America, Spain, Mexico, Asia, UK, Portugal and Germany, BH Fitness products can be found in more than 65 countries worldwide, making BH Fitness one of the most trusted and widely used fitness brands available today.

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