

# BRAD SCHOENFELD, M.S., C.S.C.S., C.P.T.

Brad Schoenfeld, MS, CSCS, is widely regarded as one of America's leading fitness authorities. He has been published or appeared in such publications as *Shape, Self, Fitness, Ladies Home Journal, Redbook, Cosmopolitan, Marie Claire, Woman's Day, Fit, Exercise and Health, Let's Live, The New York Times, New York Daily News, Gannett Suburban Papers, New Living, The Washington Post, Chicago Tribune, Men's Workout, Senior Magazine, Ms. Fitness, Natural Bodybuilding and Fitness, Oxygen, Musclemag, Energy, Ironman* and many others. He is a regular columnist for *Fitness Rx Magazine*. He is a featured fitness expert for eDiets.com, the largest health website on the Internet. He served as a fitness correspondent for News 12 (Westchester, NY) and has been featured on hundreds of television shows including FOX News Channel, CNN Headline News, CBS Evening News, UPN News, Good Day New York, Good Day LA, CBS New York Live, NBC Live at Five, and Today in New York, as well as hundreds of radio programs across the country. In addition, he lectures throughout the world on fitness and nutrition, both on the professional as well as consumer levels.

In 1987, Brad became a personal trainer whose clients included many top national fitness models. He developed the acclaimed High-Energy Fitness™ training system designed to accentuate lean muscle tone while simultaneously reducing body fat. In 1994 he founded the Personal Training Center for Women. This private training facility is now considered one of the foremost one-on-one women's fitness centers in the country.

Brad is also President of Global Fitness Services, a diverse, multifaceted fitness corporation with several divisions. The consulting division, Fitness Design Concepts, provides a variety of consulting services to corporations, institutions and other entities. The media division, Fitness Media Services, produces the Hot-Bod Newsletter, the award-winning High-Energy Fitness Website ([www.lookgreatnaked.com](http://www.lookgreatnaked.com)).

Brad obtained his master's degree in kinesiology/exercise science from the University of Texas. He is a Certified Strength and Conditioning Specialist by the National Strength and Conditioning Association (NSCA) and is dually certified as a personal trainer by the American Council on Exercise (ACE) and the Aerobics and Fitness Association of America (AFAA). He also has received specialty certification in nutrition. He is a member of the American College of Sports Medicine and IDEA Health and Fitness Association, which has bestowed upon him the title of Master Trainer—the highest ranking possible. He also serves as associate editor for the NSCA Strength and Conditioning Journal.

Brad is the author of the best-selling books, **SCULPTING HER BODY PERFECT** (Human Kinetics), with over 150,000 copies sold, and **LOOK GREAT NAKED** (Prentice Hall), which has been both an LA Times and #1 Amazon.com bestseller. He also has penned, **LOOK GREAT SLEEVELESS** (Prentice Hall), **LOOK GREAT AT ANY AGE** (Penguin/Putnam), **THE LOOK GREAT NAKED DIET** (Penguin/Putnam), **28-DAY BODY SHAPEOVER** (Human Kinetics), and **WOMEN'S HOME WORKOUT BIBLE** (Human Kinetics). All told, there are more than 400,000 copies of his books in print.

Brad also is the star of the LOOK GREAT NAKED™ videos; a three-video series that demonstrates targeted high-energy workouts for the abs, butt and thighs. The videos are distributed throughout the world by Koch International. He also serves as the national spokesperson for Dreamfields Foods line of healthy pastas.

**For interviews or speaking please contact:** Brad Schoenfeld (914) 723-8400