

# BRAD SCHOENFELD, MSc, CSCS, CSPS, CPT

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Brad Schoenfeld, MSc, 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*, *Women's Health*, *Men's Fitness*, *Elle*, *Muscular Development*, *Muscle and Fitness*, *Oxygen*, *Musclemag*, *Ironman*, *The New York Times*, *New York Daily News*, *Gannett Suburban Papers*, *The Washington Post*, *Chicago Tribune*, and many others. He is a regular contributor to *Fitness Rx* and *Men's Health* magazines as well as many popular fitness websites including T-Nation, Bodybuilding.com, and Diet.com. 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.

Brad earned his master's degree in kinesiology/exercise science from the University of Texas at Permian Basin, and his thesis, "The Mechanisms of Muscle Hypertrophy and Their Application to Resistance Exercise" was published in the prestigious *Journal of Strength and Conditioning Research*. He is currently pursuing his PhD in health science at Rocky Mountain University where his research focuses on elucidating optimal resistance training regimens to maximize muscle growth. He is a Certified Strength and Conditioning Specialist by the National Strength and Conditioning Association (NSCA) and has attained multiple certifications as a personal trainer by the NSCA, American College of Sports Medicine (ACSM), American Council on Exercise (ACE) and CanFitPro. In addition, he is an NSCA Certified Special Populations Specialist. In 2011, he was named the NSCA Personal Trainer of the Year and currently serves as a member of their Board of Directors.

Brad is the founder and president of Global Fitness Services, a diverse, multifaceted fitness corporation with several divisions. As a trainer, he has worked with numerous high level athletes and physique competitors, including many top pros. Moreover, Brad is widely regarded as a "trainer of trainers." He is a lecturer in the exercise science department at CUNY Lehman College in the Bronx, NY, is director of their human performance lab, and coordinates their internship program. He previously taught as an adjunct instructor in the natural science department at Mercy College in Dobbs Ferry. He has published over 40 peer-reviewed scientific articles on a variety of fitness topics and has contributed chapters to several exercise texts. He serves as the Assistant Editor-in-Chief for the NSCA *Strength and Conditioning Journal* and was the invited guest editor for their special issue on personal training and a co-guest editor for an issue on special populations. He also serves on the advisory board for the *Journal of the International Society of Sports Nutrition*.

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 was 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** (Avery), **28-DAY BODY SHAPEOVER** (Human Kinetics), and **WOMEN'S HOME WORKOUT BIBLE** (Human Kinetics). His new book, **THE MAX MUSCLE PLAN** (Human Kinetics), was released to rave reviews in September 2012. All told, there are more than 400,000 copies of his books in print.