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## Biography:

### Tom Campanaro, President and CEO of Total Gym®

When a motorcycle accident sidelined Total Gym® President and CEO Tom Campanaro in the summer of 1964, the injured football player was told that he would never have made it without his muscular strength, which ultimately helped him withstand the impact. That precipitated Campanaro's interest in and switch to bodybuilding, in which he proceeded to compete for the next seven years.

Still compelled by his interest in fitness, Campanaro became a self-taught student of exercise equipment and methods, tinkering in his garage to find or make various objects with which to weight train. Also learning from his trainer, who was influenced by the natural look of classic Roman sculpture, Campanaro began to appreciate quality, not quantity.

By the early 1970s, Campanaro was competing in regional and national bodybuilding competitions. However, a steady increase in steroid use among professional bodybuilders disillusioned Campanaro, and he soon bowed out of the sport.

In 1974, Campanaro went to work with DynaGym, an exercise equipment company that produced a low-end version of a gravity training device that used an individual's body weight as resistance. In hopes of improving on the machine, Campanaro founded the Total Gym® Company with business partners Dale McMurray and Doug Marino in 1974, with Larry Westfall joining the team within the year. They developed the Total Gym incline bodyweight trainer, a high-quality version of a machine that encouraged the use of multiple muscle groups together in each exercise—now referred to as “functional training.”

As Campanaro and his partners tirelessly showcased the benefits of Total Gym far and wide, the company grew. “We were able to demonstrate the product's benefits,” said Campanaro, “... and we stayed in touch with our customers, addressing the concerns of whatever audience we faced. Whether they were physical therapists, doctors, athletes or college students, we could show them the payoff for using this product.”

1987 brought a shift in Total Gym's market when the company discovered a significant number of sales were to physical therapists, who had realized the benefits of functional exercise and partial bodyweight training on a calibrated incline. In order to build the credibility of the company, Campanaro renamed it Engineering Fitness International Corporation, d.b.a. efi Sports Medicine®. After years of touting the benefits of functional exercise, the medical community finally caught on, “We'd been there the whole time,” Campanaro said.

Infomercials, the darling of direct response TV, were Campanaro's next coup. He knew the potential reach of infomercials—combined with the medium that could offer comprehensive demonstrations—was the right marketing strategy. After being wooed by eight companies, Campanaro signed a licensing agreement with American Telecast Products, LLC, in 1996. Today, it is the longest running broadcast infomercial in history, with over 4 million users and a billion dollars' worth of Total Gyms sold through the infomercial and in retail stores in over 85 countries.

Complacency never set in for Campanaro. "We are continuously enhancing Total Gym products to ensure that we're bringing value to our customers' lives."

The company continues its efforts in the rehabilitation community, while directing new focus to the health club industry and the baby boomer population. In 2003, the company launched the GRAVITYSystem<sup>®</sup>, a versatile and turnkey fitness program designed to drive revenue and attract members while putting the Total Gym incline trainer to maximum use. GRAVITY<sup>®</sup> offers the benefits of small group, individual and multi-client personal training as well as Pilates workouts on Total Gym and features educational and marketing support for GRAVITY facilities and trainers. With 6,000 certified GRAVITY Trainers worldwide, over 3 million GRAVITY workouts are offered each year in commercial fitness and wellness facilities around the globe.

"These are big challenges, but with proven, quality technologies that are effective, safe and easy to use, we know we can develop the right products to meet industry needs," said Campanaro.

In February 2011, efi Sports Medicine officially returned to its roots with a full circle rebrand to Total Gym, the name that started it all in 1974. To celebrate the rebrand, the company also introduced an innovative new Total Gym incline trainer product line, featuring the brand new Total Gym Sport<sup>®</sup> and newly-enhanced Total Gym GTS<sup>®</sup> and Total Gym PowerTower<sup>®</sup> models. Now with operations in 23 countries, Total Gym continues to lead the industry with innovative functional and bodyweight training products, in addition to its award-winning GRAVITY fitness program offered worldwide.

These days, Campanaro, who is originally from Philadelphia, PA, continues to work out on Total Gym at his own home and devotes time to his family, which includes his daughter, Shanan, son, Jesse and his wife Blythe, and their Jack Russell Terriers, Sparky and Dancer—who have become unofficial company mascots. Joy Campanaro, his wife, works alongside him in the business overseeing the company's marketing and design departments.

### **About Total Gym**

Total Gym<sup>®</sup> is the world's leading privately-held manufacturer of functional and bodyweight training equipment. Founded in 1974, the San Diego-based company's Total Gym products are used in 14,000 physical therapy clinics, athletic training facilities, hospitals, universities, professional sports teams and health clubs, inspiring over 24 million workouts per year worldwide. Total Gym has a 15-year relationship with American Telecast Products, LLC, which launched the Total Gym bodyweight trainer into the consumer market with the longest running television infomercial in history, selling over four million units. Now with distribution in 23 countries, Total Gym continues to lead the industry with innovative functional training equipment and the award-winning GRAVITYSystem<sup>®</sup> commercial fitness program. For more information, visit [TotalGym.com](http://TotalGym.com) or call (800) 541-4900.

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