

Ted Vickey

I am an Exercise Scientist by education, an entrepreneur by experience and a connector by passion.

vickey@fitwellinc.com

Summary

Founder and President of FitWell LLC. FitWell is a fitness management consulting company specializing in operations, design consulting and professional development to the fitness industry, government agencies, Fortune 1000 companies and the golf industry. In addition to his FitWell duties, he is the Senior Advisor for Disruptive Health Technologies for the Canyon Ranch Institute as well as a Board Member for FIT-C. From 1994 - 2005, Ted was the Executive Director of the White House Athletic Center, the fitness center serving the fitness, wellness and health promotion needs of the staff at the Executive Office of the President in Washington, DC under the Bush, Clinton and Bush administrations. Distinguished career as a senior-level Business Executive, author and presenter on many topics including the integration of technology and wellness, global entrepreneur and management consultant. Specialties: Corporate Fitness, Non-Profit Board of Director, Entrepreneurship, Social Networking,

Experience

CRI Senior Advisor for Disruptive Health Technologies at Canyon Ranch Institute

March 2014 - Present (1 year 4 months)

Senior Adviser for Innovation and Emerging to help Canyon Ranch meet their non-profit mission. Canyon Ranch Institute is a 501(c)3 non-profit public charity founded in 2002 by Mel and Enid Zuckerman and Jerry Cohen to translate the unique health and wellness philosophy and expertise of Canyon Ranch to communities beyond Canyon Ranch. Canyon Ranch Institute is a mission-driven organization that catalyzes the possibility of optimal health for all people. We are guided by four principles which are embedded in all of our partnerships, programs, and activities: 1. We believe that personal and emotional connections lead to behavior change that can empower individuals and communities to realize optimal health and wellness. 2. Our approaches are proactive, integrative, innovative, and evidence-based, and adhere to the highest ethical standards. 3. Our passion for the well-being of humanity drives all our actions. 4. We approach each person and community as equal collaborators, drawing on our respective strengths to realize a whole that is greater than the sum of its parts.

Board Member at San Diego Penn State Alumni Association

August 2013 - Present (1 year 11 months)

2015 President and Golf Tournament Chair 2014 President and Golf Tournament Chair 2013 Sporting Events Chair The San Diego Penn State Alumni Association is a network of local Penn State alumni and friends who work together to support one another's careers and endeavors, to be of service to our community and to celebrate and give back to the university we love. We gather to socialize and watch Nittany Lion

sports, engage in community service, provide scholarships to prospective local students matriculating at Penn State and welcome recent Penn State graduates and alums who are new to our area. Though we are over 2,500 miles away from Happy Valley, San Diego is home to one of the largest Penn State alumni contingents in the country.

Board of Advisors at GetHealth

August 2011 - Present (3 years 11 months)

GetHealth is a mobile and online platform which helps people improve their health through social interaction and gameplay with their family and friends; allowing people to check-in to the healthy tasks they do each day, earn points, and motivate their friends to a healthier lifestyle.

PhD researcher at NUI Galway on Social Networking and Exercise at DERI: Digital Enterprise Research Institute

March 2010 - Present (5 years 4 months)

Irish Research Council fellow at the Digital Enterprise Research Institute working towards a PhD in social networking and exercise using the Semantic Web at the Digital Enterprise Research Institute at the National University of Ireland at Galway. Social software allows people to connect, communicate or collaborate by use of a computer network. It results in the creation of shared, interactive spaces. Common examples of social software systems include discussion forums, blogs, wikis and online social networks. The Semantic Web is a vision where data on the Web can be defined and linked so that it can be processed by machines, not just for display purposes, but for use in various applications. By utilizing Semantic Web technologies in social software systems, we can create new methods for connecting people to other people and also to the information that they have created. My research aims to create/leverage correlations between social networking and effective exercise adherence. There is a substantial body of research regarding social networking and increased physical activity, but little regarding the effective usage of advanced web technologies to address exercise adherence (very important since 50% of people drop out of exercise programs within six months).

Golf Spotter at ESPN

July 2009 - Present (6 years)

Assist in the ABC/ESPN production of the British Open golf championship as a walking on course spotter acting as the "eyes and ears" of the Producer. Open venues have included: 2014 Royal Liverpool 2013 Muirfield 2012 Royal Lytham & St Annes Golf Club 2011 Royal St George's Golf Club 2010 St Andrews 2009 Turnberry

Board of Directors at American Council on Exercise

October 2006 - Present (8 years 9 months)

The American Council on Exercise is a nonprofit organization committed to enriching quality of life through safe and effective physical activity. As America's Authority on Fitness, ACE protects all segments of society against ineffective fitness products, programs and trends through its ongoing public education, outreach

and research. ACE further protects the public by setting certification and continuing education standards for fitness professionals. Chair - ACE Industry Advisory Panel 2007, 2008 Vice Chair - Nominations Committee 2007 Chair - Nominations Committee 2008, 2009, 2010, 2011, 2012 As of July 2013, after serving a full six year term under term limit statute, voted into lifetime Emeritus status.

11 recommendations available upon request

President and Chief Exercise Officer at FitWell LLC

May 1994 - Present (21 years 2 months)

FitWell is a fitness management consulting company specializing in operations, design consulting and professional development to the fitness industry, government agencies, Fortune 1000 companies and the golf industry. Subsidiary company - myFitnessCaddy.com specializes in golf fitness. Media Assignments include but not limited to: Contributing Editor - Life and Fitness Magazine, Ireland Capital Golf Weekly - Golf Fitness Expert at NewsChannel 8 in Washington, DC for the weekly Capital Golf Weekly television program Tee Time Radio - Golf Fitness Segment Host heard worldwide based in Dallas, TX. AT&T Tiger Woods Invitational - Congressional Country Club - 2007, 2008.

10 recommendations available upon request

Chairman of Industrial Advisory Board at NUI Galway Sports & Exercise Engineering Department

June 2010 - January 2013 (2 years 8 months)

The Industrial Advisory Board of the Sport and Exercise Engineering Department advises the University on the structure of the programme, including course content, project work structure and the industrial internship component. It also provides advice to the Department and University on strategic direction for the programme including the identification of strategic partners who may assist with the delivery of the programme.

Lecturer - NUI Galway at NUI Galway

January 2011 - December 2012 (2 years)

Instructor of Exercise Science and Exercise Programming to third year University students in Exercise and Engineering program.

9 recommendations available upon request

Vice President of Health and Fitness at Comprehensive Health Services

April 2001 - March 2007 (6 years)

CHS services maximize employer's return on investment by providing flexible, performance-based workforce health programs tailor-made for the unique needs and risks of each organization. Whether your employee health needs require worksite health programs at multiple locations, an extensive national network of health care providers to address your dispersed workforce, or medical readiness teams deployed on an emergency response basis, no other firm can match our broad service delivery capability.

Executive Director at White House Athletic Center

September 1994 - December 2005 (11 years 4 months)

Responsible for overall management of the fitness center for the staff of the White House working directly with White House Staff and Oval Office under the Bush, Clinton and Bush Administrations.

3 recommendations available upon request

Fitness Specialist at People Karch International

January 1992 - September 1994 (2 years 9 months)

Onsite fitness center support at the Housing and Urban Development (HUD) fitness center.

Volunteer Experience

Board Member at Fitness Industry Technology Council

March 2014 - Present (1 year 4 months)

The Fitness Industry Technology Council is a group of professionals representing leading companies/ organizations in the fitness industry. The council seeks to grow the fitness industry, improve fitness user experience and mature the collection of real-time wellness data through the creation of interoperability standards for technology-based fitness devices. FIT-C was formed to address the following industry issues:

Mobilize resources to drive the fitness industry forward Develop and promote technology standards for fitness equipment Protect the intellectual property of current and prospective participants Provide a means for all sectors of the fitness industry to participate FIT-C is established as a non-profit membership organization.

Alliance Ambassador at PHIT America

February 2014 - Present (1 year 5 months)

PHIT America is a cause and campaign dedicated to increasing physical activity and fitness to improve the health of America. PHIT America was launched in January 2013 and now has over 140+ companies and organizations working together to accomplish our mission. While the name PHIT sounds like FIT, it also has another meaning. PHIT stands for Personal Health Investment Today. We feel we must invest in fitness and sports activities today to improve the health of Americans.

Certifications

Certified Personal Trainer

American Council on Exercise November 1991

Hootsuite Social Media

Hootsuite University January 2013

Toastmaster

Toastmasters International

Skills & Expertise

Entrepreneurship

Social Media

Publications

Social Capital and the Role of LinkedIn to Form, Develop and Maintain Entrepreneurial Business Networks

Cambridge Scholars Publishing March 2011

Authors: Ted Vickey

101 Fitness Tips for Golf

Coaches Choice June 13, 2007

Authors: Ted Vickey

101 Fitness Games for Kids at Camp

Coaches Choice June 13, 2006

Authors: Ted Vickey

The Complete Idiot's Guide to Partner Fitness

Penguin Publishing September 6, 2004

Authors: Ted Vickey, Aimee Labrecque

Twitter classification model: The ABC of two million fitness tweets

Translational Behavioral Medicine May 10, 2013

Authors: Ted Vickey, Maciej D#browski, Kathleen Martin Ginis, John Breslin

The purpose of this project was to design and test data collection and management tools that can be used to study the use of mobile fitness applications and social networking within the context of physical activity.

This project was conducted over a 6-month period and involved collecting publically shared Twitter data from five mobile fitness apps (Nike+, RunKeeper, MyFitnessPal, Endomondo, and dailymile). During that time, over 2.8 million tweets were collected, processed, and categorized using an online tweet collection application and a customized JavaScript. Using the grounded theory, a classification model was developed to categorize and understand the types of information being shared by application users. Our data show that by tracking mobile fitness app hashtags, a wealth of information can be gathered to include but not limited to daily use patterns, exercise frequency, location-based workouts, and overall workout sentiment.

Estimating the long term effectiveness of mobile fitness apps and exercise motivation: A Pilot Study

Med 2.0 Conference September 10, 2012

Authors: Ted Vickey, John Breslin

Studies have indicated that “lack of motivation” is a key factor in why a person does not exercise. While various mobile fitness apps monitor and track a person’s exercise characteristics (MapMyFitness, Nike+, etc.), the effectiveness of online sharing via social networks of one’s physical activity has yet to be fully understood. Our research aims to leverage correlations between online social networking and effective exercise motivation and adherence.

Fitness - There Is An App For That

Third International Conference on Sport and Society July 25, 2012

Authors: Ted Vickey, John Breslin, Antonio Williams, Ph.D.

The purpose of this study was to research the new emerging technology of mobile health, the use of mobile fitness apps to share one's workout with their Twitter social network, the workout tweets and the individualities of the Tweeters. 70,748 tweets from the mobile fitness application Endomondo were processed using an online tweet collection application, and a customized JavaScript to determine aspects of the shared workouts and the demographics of those that share. The data shows that by tracking mobile fitness app hashtags, a wealth of information can be gathered to include, but not limited to, exercise frequency, daily use patterns, location-based workouts and language characteristics. While a majority of these tweets are to share a specific workout with their Twitter social networking, the data would suggest other reasons for sharing as well.

A study on twitter usage for fitness self-reporting via mobile apps

AAAI Spring Symposium - Technical Report March 2012

Authors: Ted Vickey, John Breslin

The purpose of this study was to research the new emerging technology of mobile health, the use of mobile fitness apps to share one's workout with their Twitter social network, the workout tweets and the individualities of the Tweeters. 70,748 tweets from mobile fitness application Endomondo were processed using an online tweet collection application and a customized JavaScript to determine aspects of the shared workouts and the demographics of those that share. The data shows that by tracking mobile fitness app hashtags, a wealth of information can be gathered to include but not limited to exercise frequency, daily use patterns, location based workouts and language characteristics. While a majority of these tweets are to share a specific workout with their Twitter social networking, the data would suggest other reasons for sharing as well.

Can Twitter Influence Personal Fitness

NUIG conference June 13, 2011

Authors: Ted Vickey, John Breslin, Mengjiao Wang

Mobile Fitness Apps and Twitter-A Systemic Review

Proceedings of the 8th International Symposium on Computer Science in Sport (IACSS2011) June 2011

Authors: Ted Vickey, John Breslin, Nancey Tsai

Can a Tweet Make you Fit?

Kinesiology & Exercise Science conference June 2011

Authors: Ted Vickey, John Breslin

The data shows that by tracking mobile fitness app hashtags, a wealth of information can be gathered to include but not limited to exercise frequency, daily use patterns, location based workouts and language characteristics.

Education

National University of Ireland, Galway

PhD (in process), Physical Activity and Social Networking, 2010 - 2014

Activities and Societies: Member - Academic Council

I recommendation available upon request

University of Limerick

MBS, International Entrepreneurship Management, 2008 - 2009

Activities and Societies: Student Class President, Water Polo

Penn State University

BS, Exercise and Sport Science, 1987 - 1991

Activities and Societies: Member - Water Polo Team 1987 - 1991 Member - Moosehouse Society 1987 - 1990

Cathedral Prep

1983 - 1987

Interests

Golf, new business development, social networking, entrepreneurship

Languages

English
