

# **Jamie Baird**

## **a.k.a The Fitness Coach**

Jamie has been involved with Health & Fitness for the past 14 years and he has established an impressive reputation within the industry. With a Sports Science background from England's top Sports University, Loughborough, he is a much sort after Fitness Coach.

Jamie's career started in London as a gym instructor and he rapidly moved up the ranks to become the Fitness Manager at the Espree, one of London's most prestigious Health Clubs. Also while at Espree, Jamie was asked to write on a regular basis for Fitness Professionals, Europe's largest Instructor organisation, a series of articles, which taught correct exercise protocols.

After a period at Nike as a Technical Consultant, Jamie headed out to Australia to work as a Personal Trainer at the exclusive private fitness studios "Personal Best". Whilst in Australia Jamie lectured extensively for Network for Fitness Professionals, as well as freelance writing for Kellogg's.

Now back in the UK he runs his own fitness consultancy "The Fitness Coach" which operates 2 private fitness studios as well as being the Head Trainer at the "agua" Spa at The Sanderson Hotel. Being based in Soho Jamie has an impressive client list of celebrities and business leaders to die for.

Jamie has an impressive reputation within the Personal Training industry and is frequently asked to quote for many national newspaper and magazines on health and fitness. The summer of 2003 saw Jamie's debut TV appearance, "Do or Diet" co-presented with Gail Porter & Jay Hunt for BBC1. He is now the fitness trainer on Living TV's Extreme Makeover and consultant trainer for Sky Active.

For the past 3 years Jamie has been the lead fitness trainer for Inspa-Retreats a holiday company that organizes bespoke health & fitness retreats in Marrakech, Southern Spain and Ibiza. In June 2006 Jamie has published his first 2 books, "Running FIT" and "Cycling FIT".

Over the past year Jamie had played an integral role as the fitness writer for "Team Telegraph", for the Daily Telegraph. He is also been asked to develop fitness programs for "Podfitness" the US Interactive Fitness Workout company which is due to launch in the UK in 2007. Jamie is also the Trainer for "Team Vittel" for "The London Paper". The team of 15 consists of 13 key staff members from The London Paper plus Zoe Hanson and Paddy Bunce from Capital Radio.

Soon to launch in 2008 is the "Quick Fix Fat Loss Program" which is a 2-6 week fat loss program developed by Jamie. The manual will be accompanied with a DVD.

Contact details: ☎ 07970 782 476 or e-mail: [jamie@thefitnesscoach.com](mailto:jamie@thefitnesscoach.com)  
Or visit the website [www.thefitnesscoach.com](http://www.thefitnesscoach.com)

## ARTICLES

- Strength Trainer for the **"Adez"** Strength Team. July-October 2007 [www.adez.com](http://www.adez.com)
- Writer for **"Team Telegraph"** for the Daily Telegraph Newspaper June 2006 @ Jan 2007
- Contributor for The Saturday Telegraph Wellbeing page
- Fitness Trainer for **Team Vittel @ The London Paper** for the 2007 & 2008 London Marathon
- Fitness columnist for **"Business Life"** the British Airways In-Flight magazine
- **"Keep Quit"** National Fitness Program for GlaxoSmithKline
- Advisor on the **"Power Panel"** for NiQuitin CQ<sup>®</sup> for GlaxoSmithKline
- The Coach for 12 week **"Dream Bodies"** Program for Woman's Own
- Monthly Fitness contributor for **"Harpers & Queen"**
- Various quotes for national papers and magazines, including Marie Claire, Cosmopolitan, Zest, InStyle, Sunday Times Style, Daily Telegraph, Daily Mail and Daily Express, Hello, Now and Shape.
- Nivea Body for OK Magazine, Oct 2001: Devised Fitness Program for Joanna Taylor and Lisa Kay, both actresses from Channel 4's television series "Hollyoaks"
- Ghost writer for health & fitness articles for the [www.miniheroes.co.uk](http://www.miniheroes.co.uk) website
- Freelance writer for Pro Link and Fitness Network, Fitness Professionals Publications (1994-1996 & 1999-2000)
- Freelance writer for **KELLOGG'S** cereal "Sustain", Australia, 1999.

## LECTURING

- **Presenting "Lunchtime Lecture Series" for Andersen Consulting**
- Lecturer on the **ACHPER** (Australian Council for Health, Physical Education and Recreation) Fitness Leaders Course.

## TV

- Fitness Trainer for **"Extreme Makeover UK"** for Living TV (2005)
- Fitness Expert and Presenter on Sky Active for Sky TV
- Fitness Consultant for Endemol, **"The Fit Farm"** (Mar 2004)
- **"Do or Diet"** a new health and lifestyle show for the BBC, co-presented with Gail Porter and Jay Hunt, on air **August 2003**.
- Swiss Ball demonstration for **HTV** (February 2000)
- **"Celebrity Slimmers"** for the Discovery Health Channel (March 2002 & February 2005)

## VIDEO / DVD / BOOKS

- "Quick Fix Fat Loss Program" Manual & DVD to launch in 2008.
- "Cycling FIT" & "Running FIT" published in June 2006 by Collins & Brown
- Presenter on **"The Reformers Power Workout Video"** (December 2001)
- Technical Director & Presenter for series of Exercise Videos for Pro-Active Health (May 2000 & February 2002)

## SPECIALITIES

- Abdominal and Lower Back (core) Conditioning, Sport Specific Training, Fat Loss & Strength Training and Lifestyle Management