



Nuzuna Announces Gary Goltz Will Join to Focus on Corporate and Government Accounts

October 21, 2019, Costa Mesa, CA - [Nuzuna](#), CEO, Charles Laverty announced today that Mr. Gary Goltz is joining the company in a newly created executive role. As Vice President of Corporate & Government Accounts, Mr. Goltz will work with corporate wellness programs and city and state recreation facilities to add Nuzuna classes.

Mr. Goltz was instrumental this August in launching the [partnership between Nuzuna and the City of Claremont](#). Claremont became the first US city to offer instructor-led fitness classes which utilize Nuzuna electro muscular stimulation (EMS) technology. Classes are open to all residents and are held at city recreation centers.

In the face of rising healthcare costs, businesses and governments are looking for ways to improve fitness. “This is a major strategic issue for businesses and governments.” Says Mr. Goltz. “In addition to controlling healthcare costs, they are concerned about public health and productivity.”

“I am very excited that Gary is joining Nuzuna.” says Laverty. “He has been a lifelong advocate for personal fitness and knows how to build strategic relationships at the highest levels.” Mr. Laverty says that corporate and government programs are critical to Nuzuna’s growth.

Mr. Goltz has been building highly strategic business development programs for decades. He also has dedicated much of his life and career to healthcare, fitness and wellness. For nearly 25 years Mr. Goltz’s firm, The Goltz Business Development Group, has served many clients but has had a specific focus on healthcare services, home medical equipment and hospital operations.

In addition to building several healthcare companies, Mr. Goltz is an 8th degree black belt in judo. He was past President of the US Judo Association where he serves as Chair of their National Promotion Board. He is also leads one of the largest judo programs in the US.

Mr. Goltz coached the US Blind Judo Team at the 1991 Tokyo World Championships and a regular contributor to Black Belt Magazine. In 1997 he became a volunteer Defensive Tactics Advisor to the Los Angeles Police Department and in 1998 a lifetime member of the California Highway Patrol's 11-99 Foundation.

Nuzuna's use of EMS technology significantly enhances the overall effectiveness of one's personal training. According to Mr. Goltz, this corresponds to judo's core principle of; maximum efficiency with minimum effort. Martial arts legend, [Bruce Lee](#) understood this concept well and It's no coincidence he was among the first embrace EMS as part of his regular workouts.

Mr. Goltz graduated cum laude with a B.A. in Communications from the University of Pittsburgh. He also was the youngest person ever accepted to Pepperdine University's prestigious Presidential and Key Executive M.B.A. Program where he graduated with honor.

In his new role at Nuzuna, Mr. Goltz will be charged with developing corporate and government accounts. These would include state, counties, cities, and municipalities, for their employees, police, fire departments, etc. He will also be looking at establishing corporate wellness programs with sizeable companies and scouting for potential acquisitions targets.

Nuzuna's EMS Technology

Founded in 2018, Nuzuna is experiencing rapid growth and expects to have a dozen locations in Southern California in the coming months. Nuzuna offers instructor led programs in which participants wear special exercise clothes outfitted with EMS technology as [featured on KTLA](#). These wireless suits increase muscular stimulation during exercise. Participants get this benefit without having to exercise longer or more intensely. In fact, a 20-minute exercise class can provide similar muscular stimulation as a 3-hours long session without EMS. Nuzuna offers yoga, resistance training and spin classes, among others. A single EMS suit offers the same increase in muscular stimulation in any type of exercise.

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