



## Nuzuna Announces Gary Goltz Joining to Focus on Corporate and Government Accounts

**October 21, 2019, Newport Beach, CA -** [Nuzuna](#), CEO, Charles Laverty announced today that Mr. [Gary Goltz](#), Principal of [Goltz Business Development Group](#) 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.

This past August Mr. Goltz helped launch a [wellness program with the City of Claremont](#) making them the first American city to offer instructor-led fitness classes utilizing Nuzuna's electro muscular stimulation (EMS) technology. Classes are held at city's recreation center and are open to employees as well as residents.

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 compliance, home infusion therapy and home medical equipment.

In addition to building several healthcare companies, Mr. Goltz holds an [8<sup>th</sup> degree black belt in judo](#) which he has studied for more than 50 years, He was past President of the US Judo Association and Nanka, the SoCal Judo Black Belt Consortium. 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 is 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](#) 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 to 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 acquisition 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](#).

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-hour 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.

### **More Information:**



### **Media Inquiries:**

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