

About Me

Guillaume's passion for competition, movement and sport was born through winning gold medals and breaking state records in athletics to playing football in the Melbourne premiere league paired with a solid love for sports at home.

In his 30's, went on to win 2 Gold Medals in the Club Crew Dragon Boat Championships in Hong Kong, becoming a Master Trainer for Technogym and coaching in the Olympic Village during the London Olympic Games.

Whilst having a constant love for movement and physical activity, he never imagined it being a profession. However, being able to draw on all the skills he had obtained through his University studies, his sports and involvement with teams, he found a way of promoting and encouraging health and wellbeing not only as a lifestyle, but a career too. Since his early 30's he has travelled the world to learn, educate, compete and challenge himself and others.

In 2006 he started his first fitness company, and since then he has managed to build no less than 6 companies within the industry – all targeting different groups of the community but with a common goal to increase health and wellness across the board!

Guillaume brings a portfolio of specialised knowledge within the Health, Wellness and Fitness industry as well as unique insights into the world of Entrepreneurship and business management.



CEO at IGNITE Group

Since 2010 i have been the CEO and co-founder at IGNITE Group. Our companies philosophy is to educate people about healthy lifestyle habits and create opportunities for movement
www.ignite.ae

Services

Corporate Well I n e s s

Working with an organization from a "top-down" approach to implement strategies and policies linked to health and well-being, to ultimately increase efficiency and bottom line results.

Sporting Event Concepts

Consultation and conceptualising of ideas to ensure a safe and successful execution.

City Wide Programs

Activating a large population in campaign-led health and wellness activation's to deliver for example a national objective.

Fitness Cl ub Consul ting

Business consultation for existing and new companies, based on strategy, analysis and forecasting. Specialised in the fitness industry and gym management.

Seminars

A truly inspirational and engaging speaker, with a wealth of passion and motivation for the audience to take part of, Guillaume is a much loved keynote speaker on topics surrounding the complete health, fitness and wellness sector.

Get in touch

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