

Merrithew™: the journey of becoming leaders in Mindful Movement™

10 Best Influential Leaders to Watch 2022



LINDSAY G. MERRITHEW | President & CEO, Merrithew™

Many fitness enthusiasts or professionals in the mind-body industry are likely to have been taught by or used Merrithew equipment. Starting out with a single Pilates studio in Toronto, Canada, and equipment they designed and manufactured themselves, Merrithew has educated nearly 70,000 instructors in over 100 countries. It also collaborates with over 40 international equipment distributors and resellers.

While Lindsay Merrithew, President & CEO, Merrithew is pleased with the company's financial success, he wanted to be able to gift the world- the joy of mindful movement through continued global expansion of the brand.

About Merrithew

Merrithew is the global leader in mind-body education and equipment. Founded in 1988, the company has instructors and partners worldwide, and has developed innovative education programs — STOTT PILATES®, ZEN+GA®, Total Barre®, Halo® Training, Merrithew Fascial Movement and CORE™ Athletic Conditioning and Performance Training™— and has produced an extensive line of professional and at-home equipment and accessories for personal and professional use.

Today, Merrithew is recognized as a global leader in Pilates education and equipment. With over 35 years of experience, Merrithew has helped millions of people achieve their wellness goals and has garnered industry-wide accolades. Their award-winning products and services are used by fitness professionals, athletes, rehab patients, active aging customers, and home-fitness enthusiasts around the world.

The company's mission is to help people live healthier lives through mindful movement. Their vision is to make Pilates accessible to everyone, everywhere. They are committed to providing high-quality education and equipment so that everyone can benefit from mind-body connection.

The ideology

"We're encouraged that mindful movement is assisting so many people in improving their performance, dealing with stress, and becoming more resilient" says Lindsay. "Initially, access to Pilates equipment was very limited. We wanted to make equipment that would adjust to people's needs, and had more versatility and user specificity," explains Lindsay. "We created a Reformer that had adjustability to suit the user and that was both ergonomically and aesthetically appealing."

Besides Merrithew Equipment being recognized as the Professionals Choice™, Lindsay is also proud to empower Pilates instructors, helping them deepen their mindful movement practice knowledge.

Advancing and adapting

With the ever-evolving Pilates landscape, the way people work out has also changed. While a lot of people still rely on in-person training sessions, a major population has shifted to virtual education and training. To stay in sync with the innovative times, Lindsay didn't hesitate to adopt a digital approach. As a result, Merrithew Connect™ came into the picture. With the aim to *bring the studio experience home*, Merrithew Connect is a digital streaming platform with hundreds of workout videos presented by highly sought-after and globally recognized presenters.

"There's no doubt the future of fitness includes digital and how it can enhance and complement any or all training. We're proud to be part of that evolution with Merrithew Connect, a convenient and accessible platform that allows professionals and enthusiasts to bring the studio experience home with world-class education programs, industry-leading instruction, and cutting-edge equipment," explains Lindsay. "It is a platform for those who want to intuitively understand the STOTT PILATES® Principles and advance their skills across all of Merrithew's modalities."

Keeping the mission alive

Just like all other industries, the fitness industry was also struck hard by the pandemic. However, Lindsay faced this challenge headstrong and took this opportunity to make the most out of Merrithew's mission of helping people of all ages and fitness levels lead a healthy life.

Due to the pandemic, the demand for certified and knowledgeable fitness professions increased. Professionals wanted to advance their knowledge to be able to cater to the increase in demand. Creating career paths and sharing business knowledge with instructors and business owners interested in teaching their clients the benefits of mindful movement is a cornerstone of our business model. The team believes that fostering an atmosphere of learning, innovation, growth, and excellence is central to the success of the fitness sector's global community.

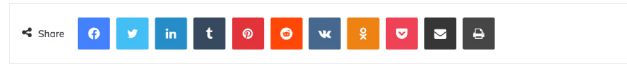
According to Lindsay, Education has always been the very essence of the business. "Creating career

paths and sharing business know-how with individuals and business owners interested in teaching their clients the benefits of mindful movement is a cornerstone of our business mode” says Lindsay.

The future of the fitness industry

“The pandemic posed many challenges for the fitness industry, it also highlighted the significance of Merrithew’s mission: to help people of all ages and stages of life lead healthier lives by providing access to high-quality fitness education programs.”

Lindsay believes that Merrithew’s success depicts the scope of the tremendous opportunities that exist in the fitness industry. He encourages professionals to be passionate about their work and always strive to learn more to expand their client base and create their own success story.



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