



Co-Founder Profiles

Heather Glenn – Co-Founder and CEO

ACE Certified Personal Trainer - NESTA Certified Boot Camp Instructor - Pilates Certified - CPR Certified – Elite Fitness/Figure Competitor – Former CPA - B.A. in Business Administration

“I love working in fitness,” says Heather Glenn, who co-founded AlaVie Fitness in 2004 and continues to serve as its CEO, “Knowing your body is healthy makes you feel like you can accomplish anything.”

Since 2002, Heather has been a top finisher in national fitness competitions including the Fitness America Pageant Series, the Tri Fitness Competition, the Fitness Success Challenge, and the Galaxy Nova.

“I compete because it helps me stay focused and train harder. I like the feeling of pushing myself and beating my own records - my proudest accomplishment in 2005 was breaking one minute on the obstacle course at the Tri Fitness Competition.”

Heather is even prouder of what she has been able to accomplish with her clients at AlaVie after leaving behind a successful career in finance in 2001. The most rewarding part of her job: affecting people’s lives in a positive way and noticing their self-confidence increase.

“When people are fit, they feel better. When they’re in good shape, everything is easy. I want people to walk out the door and feel in control, feel strong, and carry that confidence into their lives.”

Giving birth to her first child in September, 2006, Heather has first-hand experience with the challenges of getting back in shape following pregnancy. She’s eager to share her lessons with other new – and not so new - mothers.

“It’s been quite a journey to get back into shape to compete, but I’m so glad I faced what many women go through with their bodies after they have a baby. It’s given me a new understanding.”

Mary Beth Gonzales – Co-Founder and COO

ACE Certified Personal Trainer – NESTA Certified Boot Camp Instructor – CPR Certified – NCAA Soccer Team Captain – Elite Fitness Competitor – Licensed CPA – Master’s in Accounting – B.A. in Sociology

“As an athlete, you learn teamwork, dedication, integrity, sportsmanship, self-awareness, and self-confidence,” Mary Beth says, “I want people to experience those lessons and incorporate them into their professional and personal lives.”

After spending five years balancing her athletic pursuits with her work in the corporate sector, Mary Beth decided to put her passion for fitness at the center of her professional life. Mary Beth co-founded and co-designed AlaVie in 2004, integrating her extensive knowledge of sports, exercise and nutrition into the program.

Sports and fitness have always been an integral part of Mary Beth’s life. Since beginning her soccer career at age 4, she spent years honing her all-around athletic skills in basketball, volleyball, softball, track and field, and tennis. While earning varsity letters and accolades in NCAA soccer and volleyball, she spearheaded efforts to secure equal treatment for female athletes under the federal Title IX law.

After college, Mary Beth refused to put away her soccer shoes or retire her competitive spirit. From completing numerous marathons and triathlons to playing on several competitive soccer teams and participating in elite fitness competitions, she continues to channel her passion for athletics in a variety of directions.

Besides her determination to push herself to achieve her athletic goals, Mary Beth is committed to sharing the joy she derives from sports and fitness with “reformed couch potatoes and tri-athletes alike.”

Having mastered the art of constructing challenging workouts that still manage to be fun, Mary Beth excels at enabling others reach their health and fitness goals – regardless of their age or skill level.