



I AM KRIS INTRESS

A mother. A daughter.
A wife. A sister.
Educator. Caretaker.
Global leader. Bold.
Pace setter.

FIT FARM FOUNDER • 2017



CAREER AND COMPETENCIES

I have an extensive career in the hospitality and healthcare sectors, **WITH OVER 25 YEARS EXPERIENCE** in entrepreneurship, sales & marketing. Having proudly served in the US Army Reserves, I experienced a great foundation for success; humility, perseverance, comradery, and leadership. My newest focus in life, I attribute to my family life and work ethic, finding the passion and essence of helping others to take control of their lives and themselves.

Fit Farm truly and passionately represents my beliefs and values. Having watched my parents struggle with obesity and recently overcoming the loss of my mother, I'm poised to challenge the status quo and help others take control of their lives. As a busy executive, life took over; work and other responsibilities filled my day, leaving no time for exercise or my health. Now, after having 'been there and done that', I am now helping others through these same life challenges. And it is amazing.

Throughout life, my experiences have been varied and diverse. I've often wondered how and why I've ended up in the roles I have, weaving this web I've called life. I realize now all of these experiences were simply preparing me for my next venture. My time spent in Los Angeles, where I completed my personal training certification and worked as an executive in the pharmaceutical industry; my time as an athlete playing both rugby and American football; the time spent running first, a hotel technology company, and then an international hotel company; and finally my pursuit of an education from The Kellogg School of Business. All of these ventures have lead me to today and Fit Farm. Mark Twain once said, *"the two most important days in a person's life are the day they were born, and the day they find out why."* I have chosen to pursue a dream allowing me to measure my success by how many lives are impacted. I've also chosen to surround myself with individuals passionately vested in something bigger than any of us can be on our own. I know now this is my heart, and the heart of everything we do.

AS CEO/AG
WORLDHOTELS
2013-2015



Assisted in the successful sale of the parent company to

Successfully implemented an **ORGANIZATIONAL REDESIGN**



Visited 45 counties in 1 year to **regain and stabilize diplomacy** within the organization.

Sabre



Repositioned with a **new digital platform** to maintain and grow their international presence.



Launched an **international loyalty program**

AS PRESIDENT/CEO
TRAVLYNX: INNLINK LLC
2006-2013



Identified as the **most profitable CRS** technology company

7,000
PROPERTIES



10X
GROWTH
700
PROPERTIES



TRIPLED
CASH FLOW

Became market leader in the mid-tier hotel segment



Developed & implemented **ON TIME** cutting-edge technology with no disruptions to the **5,000 CUSTOMER BASE**

AS DIRECTOR OF
SALES & MARKETING, USA
MENTICE INC, 2004-2006



OPENED & OWNED
THE 1ST
INDEPENDENT



national simulation training location

providing surgeons a center of excellence for certification and testing.



CREATED RELATIONSHIP with leading medical device companies to utilize the center for internal and external training.



Assisted and drove the development process for the neuro and renal stenting simulation process still used today.

WITHIN 1 YEAR
200% GROWTH
Revenue & EBITDA.



EDUCATION AND AWARDS



MBA
2005



Selected for International Company Case Study: Successful turnarounds in an economic climate



B.S.
1997

Winona State, MN
Major: Marketing
Minor: Business Administration



International Top Woman Entrepreneur



1993

Advanced Individual Training
Fort Sam Houston, TX
Pharmacy Specialist 91Q
Command General Award
Soldier of the Cycle Award



Irene Ryan Collegiate Awards: National Selected to represent the Midwest

HEALTHCARE, VP BUSINESS DEVELOPMENT
ENTREPRENEURIAL, BARC
BIOMEDICAL ACOUSTICS RESEARCH COMPANY
2003-2006

HEALTHCARE, DIRECTOR OF SALES & MARKETING
CARDIAC RENEWAL CENTERS OF AMERICA (CRC)
2000- 2003

MEDIA PRODUCTION
ENTREPRENEURIAL, MOOSEBAY PRODUCTIONS
1997-2000

FIT FARM



A LIFE-CHANGING FITNESS & WELLNESS ENCOUNTER

FOCUS AND FACTS

@FitFarmTN

<https://Fit.Farm>

THERE ARE 5 KEY TRENDS

when combined, show what a fit farm, our Fit Farm will solve as our society navigates "a perfect storm". We get our clients to recognize what they need to do for themselves - and usually it is the first time they TAKE & MAKE the time to invest in themselves and find balance.



DISPOSABLE INCOME

1

FOR THE 1ST TIME IN HISTORY



the average household income reports a healthy disposable income. We have become a culture of spending for short term gratification, yet the most expensive commodity, is time and health. Investing in your life, creates lifelong dividends.

DO THE ROI

A Fit Farm guest said, *"I gave you 2 weeks you gave me 10 years!"*

2

STAGNANT & STATIONARY



We have become stagnant and stationary. We sit in front of our computers for hours on end. We work longer hours than our ancestors. We have less activity in our lives, from school age to seniors.

Hospitals require post-surgical patients to walk within hours because all research shows the healing power of movement.



LIVING LONGER

3

Our elders have been living longer than our ancestors

AGE 65

is now the beginning of an adventure not the end of an unbalanced work life.

We realize and panic about retirement and the 30 years ahead of us. How do we avoid a wheel chair and find the energy to walk the Appalachian trail. This phenomenon has caused us to seek ways to extend our lives in a preventative healthy pursuit. We fight age and quell the panic with plastic surgery, dental work and the 'quick fixes'



like pills that don't build muscle and yoyo dieting we believe will get us there.



THEY DON'T. We now realize this. It's time to heal and find balance to live a longer, fuller life.

4

EATING UNHEALTHY



We are eating far less healthy; processed foods, extra-large portions, drive throughs, and yoyo diets cheating our bodies of basic balance and nutrients.



For the first time in history the generation born today is expecting to have a shorter lifespan. Empty calories, the silent killer.

WE ARE WHAT WE EAT.

5



OBESITY EPIDEMIC



Obesity is now a full-on epidemic. We drive our cars across the street and fight to get the closet parking spot even at the gym.



We are not fundamentally interested in our health - and it shows in almost every family across the country.

We must bring back the olden days of 'Grandma's Table' food groups of the right vegetables, good carbohydrates and proteins on our plates. We must be accountable to our portion control.



We must take our healing and balance as serious as it is by looking at our lives with new and different lenses, to reset our path in life.



We have not discovered how to turn back time and till we do we will only live to regret these choices.