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## BIOGRAPHY

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### *Adam Friedman*



For Adam, strength and conditioning, and proper nutrition are a necessary choice if we want to live a high quality life for as long as we can. Adam's passion for strength and conditioning began when at age 12 he was still the shortest and scrawniest kid in his class. Adam became immersed in competitive gymnastics and began lifting weights. His efforts were rewarded with starting roles on his high school football and lacrosse teams. He won the 1994 Junior Overall Natural New Jersey Bodybuilding Championship, and came in second in the Natural Gold's Classic.

While attending his first year at West Chester University, in PA, Adam began personal training at a local gym and soon thereafter realized his calling. After graduating in 1995 with a B.S in Kinesiology, Adam moved to Venice Beach, CA where he was given an opportunity to train professional athletes at Gold's Gym. Since 1996 Adam has used his belief system to successfully train & coach clients who include Olympic Gold Medalists in women's basketball and Paralympics skiing, NBA, WNBA (a 3 time MVP), NFL, NHL, MLB, AVP, WTA, MLS, various boxing and fighting associations (Heavyweight World Champion), and A-list artists (Oscar & Golden Globe winners) in the entertainment industry.

Adam has seen firsthand how the work he has done has improved the quality of life for his clients. He sees how including the component of strength and conditioning, and proper nutrition into our lives benefits our muscles, bones, and nervous system. It also helps us manage our stress, and therefore our mental health. Adam emphasizes a holistic approach which focuses on performance and prevention. A basic program always begins and ends with a comprehensive assessment and reassessment from test data to achieve quantifiable goals. Adam's program of Prevention and Performance can be tailored to whatever your aim in life is now and in the future.



*Previous Credentials:*

- B.S. Kinesiology - West Chester University
- Certified Strength and Conditioning Specialist - National Strength and Conditioning Association.
- Certified Nutrition Coach - International Board of Nutrition and Fitness Coaching
- Certified Personal Trainer - American Council on Exercise
- Certified Fitness Instructor - Mid Atlantic Club Management Association
- Certified Massage Technician - California Healing Arts College
- Certified Circulation Training Therapist - Hirschman C.T. Institute

Adam's experience ranges from teaching college accredited courses on physical conditioning, managing health clubs, and working as a strength and conditioning coach for many individual professional athletes. Since then, he has developed an explosive combination of performance enhancement technologies. Now, serving many athletes and fitness enthusiasts in the Los Angeles area as a strength and conditioning coach, nutritionist, and manual therapist, Adam is considered one of the top trainers in the United States.