

BRANNIGANS®



REGIONAL GENERAL MANAGER Candidate Briefing Document

MAY 2026 | WWW.BRANNIGANS.CO.NZ

GymMaster Overview



Headquartered in Christchurch, GymMaster (part of Treshna Enterprises) is a global gym management software platform designed to help fitness clubs manage their operations, members and growth. With a team of 90+ employees and customers across more than 70 countries, GymMaster supports clubs of all sizes with an all-in-one system designed to allow them to run their gym more efficiently.

GymMaster's mission is to continuously learn from the unique needs of their customers. The team moves quickly, listens closely to customers and continues to evolve the platform based on real-world customer insight and feedback. For more information please visit GymMaster.com

Treshna Enterprises

Treshna Enterprises, the creators of GymMaster, has been an IT service provider and software developer for 30 years.

For more information please visit Treshna.com



1. Integrity

Be honest and transparent. Own the issue. Don't hide behind technical detail. Be prepared to share the technical details.

Honesty, Integrity, Transparency, Trust

2. Constant Learning

Take every learning opportunity. We are here to learn from our clients, and to learn from each other. Never assume we know best, always seek alternative points of view that improve our understanding. If a client is struggling with the user interface, learn ways to improve the user interface. Likewise learn how they run their business.

Learning, Knowledge Sharing, Communication, Team Work

3. Empathy

Look at the problem from other staff and clients' perspectives. Expand our viewport. How do they see the world, what do they need to make their life easier? Understand their position. Listen and respect other staff and clients.

Empathy, Respect, Polite, Compassion

4. Iterative Improvements

Evolution not revolution. Aim for constant small improvements. Avoid throwing out the old if you can. Be adaptable and open to new ideas. Look at solutions to problems from an evolutionary point of view, on how do I make lots of constant small improvements to better things. We need to be constantly changing and trying new things. Release often, embrace constant change, look for the small solutions, don't be afraid of doing things differently.

Evolve, Adaptability, Open to New Ideas, Constant Improvements

5. Helpful

Help each other and our clients. We help our customers and help our colleagues. Work with collaboration and go the extra mile to assist people. We are a customer service company, where helping our clients is our primary focus. Our mantra is helping clients every day.

Helpful, Collaboration, Customer Service, Go the Extra Mile, Follow Through, Solving Customer Problems

Our Values



6. Enjoyment

Have fun. Work is a place of enjoyment. A work/life balance with family is important. Be able to disconnect.

Fun, Work/Life Balance, Family, Friendly, Community

7. Empowerment

You have the responsibility and authority to solve problems. Self management and agency to get the tasks done. Can I solve this problem today? What do I need to solve it? With being helpful to other staff and our clients, seek out the work that needs doing.

Agency, Self Management, Autonomy, Empowerment, Accountability, Time Bound



1994 – TRESHNA ENTERPRISES FOUNDED

Andrew Hill, our Managing Director starts Treshna Enterprises as an IT service provider and software development company. Treshna is the team behind GymMaster software.

1996 – TRESHNA RELEASES GYMMASTER

Treshna initially created GymMaster as a bespoke gym membership management system for a local gym. Unlike other gym software at the time, GymMaster allowed members to have multiple memberships, which opened a world of possibilities for gym owners.

2005 – PURPOSE BUILT 24/7 ACCESS CONTROL DEVELOPED

The risk of the 24/7 gym. Treshna develops a purpose built access control system directly integrated into GymMaster. Providing gym owners with unmatched, granular control over who can visit their club and when, and giving them freedom from the check in desk.

2009 – GYMMASTER GOES ABROAD

For the first time, Treshna began selling their products to clubs in countries outside of New Zealand. At this point, there were around 50 gyms operating on the GymMaster membership management system.

2015 – GYMMASTER BRINGS CLUBS CLOSER TO THEIR MEMBERS

Treshna adds a new “Member Portal” to GymMaster, allowing gym members to interact directly with the club’s booking system and to sign themselves up for memberships all from their website. This greatly reduces the workload for gym staff and administrators.

2017 – GYMMASTER REACHES THE CLOUD

Treshna rebuild GymMaster for the cloud, allowing gym members to now take their business on the go and access the system from any device at any time.

History



2018 – DELOITTE FAST 500 AWARD & MEMBER APP RELEASED

Treshna breaks 100 clients and is recognized for this growth by ranking in the Deloitte Fast 500, an exclusive list of the top fastest growing companies

2019 – SERENITY BOOKINGS RELEASED

GymMaster recognised by FinancesOnline for premium usability, Treshna releases Serenity Bookings. Serenity is a new SaaS product tailored to class based businesses such as Yoga, Pilates, Tanning and Beauty Salons.

2020 – 3+ MILLION MEMBERSHIPS AND \$40+ BILLION IN PAYMENTS

We streamline and grow thousands of clubs across 70+ countries. This year we also fast tracked development of Zoom classes, contact tracing and vaccine registers in response to our customers' COVID requirements.

2021 – 2022 AND BEYOND

We are defining the club owner role. Bringing the focus back from keeping the business running to growing it. How? We're going to battle with the front desk. The greatest barrier between gyms and their members. Our automation rich roadmap is packed with tools to give our customers time back and help them scale.



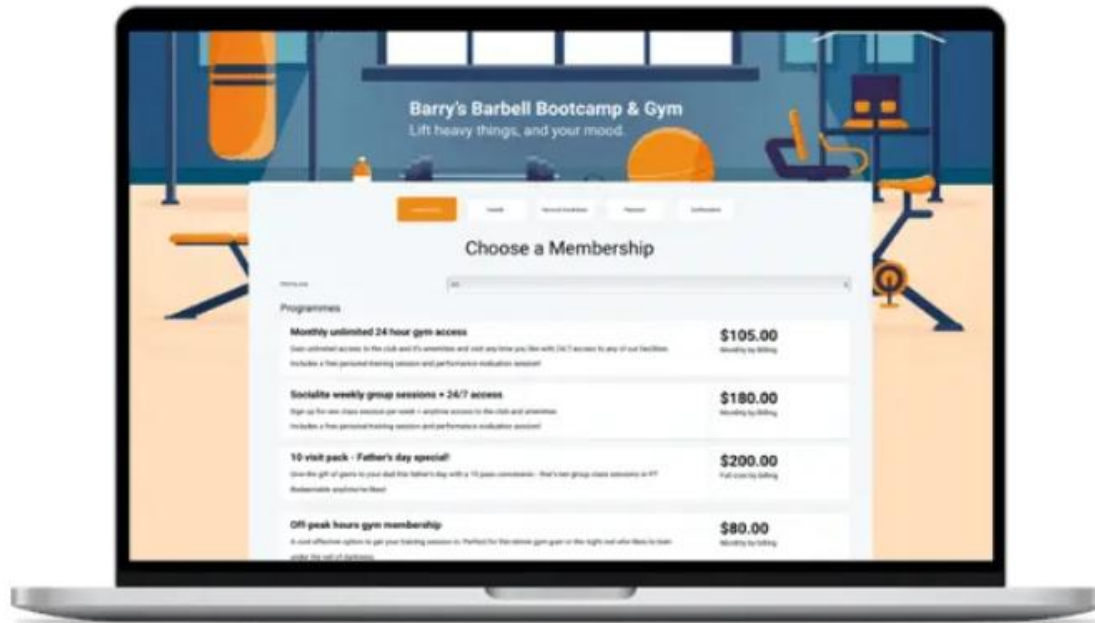
The Opportunity



The Regional General Manager – Oceania is accountable for driving sustainable growth, customer performance and team effectiveness across the region. You will lead the regional team, cultivate strategic partnerships and implement tailored sales strategies for high value customers. This means creating a growth driven team environment, building lasting relationships and continuously optimising our processes to secure and retain new customers.

The role will act as a strategic orchestrator between customers and the GymMaster Sales, Customer Support and Software Development teams, ensuring user feedback is heard, understood and translated into meaningful product improvements.

This is a broad leadership role with genuine ownership of the region's trajectory, requiring you to shape and execute regional product development, lift team capability, improve customer outcomes and build scalable operating rhythms that support long term success.



Ideal Candidate



To thrive in this role, you will be:

- **Customer Focussed:** Experience in the technology sector is not a requirement for this role, but you will have operated in roles that have a laser focus on customer success and a commitment to providing exceptional service
- **A People Manager:** You have a knack for building, motivating and leading high performing cross-functional teams
- **A Strategic Leader:** You need to have experience in developing and executing strategic plans to drive growth
- **A Team Player:** Ability to work well with staff in the region as well as management
- **Commercially Minded:** You understand the importance of productivity, sustainable performance and taking a long-term view
- **An Experience Creator:** You value customer experience and customer growth from retention
- **Results Driven:** You have a proven track record of achieving sales targets and driving revenue growth
- **A Balanced Decision Maker:** You use data, insight and experience to inform decisions, while applying sound judgement and pragmatism
- **A Collaborative Problem Solver:** One of the most valued traits in this role is the ability to clearly identify and communicate the problem or desired outcome, while empowering the Development team to determine the best technical solution. Rather than directing how something should be built, the focus is on encouraging Developers to provide recommendations, alternative approaches, and potential solutions based on their expertise. From there, informed decisions can be made collaboratively to determine the most effective path forward and implement changes successfully

Your Team



NICK CARTER

Executive Director | Talent Partner

Mobile: 027 591 3422

nick.carter@brannigans.co.nz



NICK HODGSON

Lead Talent Partner

Mobile: 021 190 4191

nick.hodgson@brannigans.co.nz

Indicative Timeline



PROPOSED DATE	PLANNED ACTIVITIES
June 12 th	Applications close
Week commencing June 22 nd	Brannigans interviews with long listed candidates commence
Week commencing July 13 th	GymMaster interviews with short listed candidates
Week commencing July 20 th	2nd GymMaster interviews with final candidate
TBC	Appointment confirmed