

N E W S M A K E R S

Fit to lead



Jessica Swanson has been promoted to national director of training and development for Personal Training Institute, a Jericho-based fitness concept that provides personal training and nutrition consultation to clients on an individual level.

Swanson, a Smithtown native, joined PTI as a personal trainer in 2000 and was promoted to director of training in 2004.

In her new role, Swanson will be responsible for training company franchisees and overseeing the certification of personal fitness trainers at PTI's 18 locations.

Swanson said she is working to expand the company's current training procedures into a more comprehensive program called PTI University. "Our company is growing, and our training program needs more structure," Swanson said. "The new program will allow us to better educate new franchisees and then follow up with them after they are trained."

Swanson, who holds a master's degree in elementary education, is currently working toward a second master's in exercise physiology.

— BERNADETTE STARZEE

NAME: JESSICA SWANSON

POSITION: NATIONAL DIRECTOR
OF TRAINING AND DEVELOPMENT

ORGANIZATION: PERSONAL
TRAINING INSTITUTE

FAVORITE PASTIME: TRAINING
FOR TRIATHLONS