



**Bryan Klein**  
Founder & CEO  
THE MAX Challenge

Bryan Klein is a serial entrepreneur, visionary, and has a brilliant mind for sales and marketing. He opened the doors to his first business at just 18 years old and quickly rose to the top of his industry, receiving accolades and awards for his success

Throughout his career, one thing has remained consistent; his unrelenting desire to help people become the best version of themselves. In 2011, he founded THE MAX Challenge, a program designed to fill a massive void in the fitness industry. Bryan noticed that, though gym membership sales were up, so too were cases of heart disease, diabetes, stroke, and obesity. Further, even those around him who did go to the gym, simply weren't getting anywhere. THE MAX Challenge was designed to help people to finally achieve their health and fitness goals by way of a comprehensive, integrated system of fitness, nutrition, and unmatched motivation and support.

Bryan opened THE MAX Challenge's first location in Manalapan, NJ with just 32 members. Within six months he grew his member base to 500 members, and to date, THE MAX Challenge has inspired more than 100,000 transformations throughout the United States.

Over the course of the pandemic, THE MAX Challenge quickly pivoted to continue supporting members in the virtual space. In just 48 hours, the classes, nutritional support, and community that THE MAX is known for, were brought entirely online. The organization's quick move was supported by Klein's philosophy that today's successful companies need to be open, flexible and nimble – ready to reinvent themselves and take risks. This, paired with THE MAX Challenge's commitment to do the right thing by the communities they serve is one of the many things that makes this organization truly special and primed for ongoing growth.

The rapid expansion of THE MAX Challenge is the result of Bryan's vision, experience, and his ability to motivate and inspire those around him to go big, push harder, and never ever give up.