

RYAN HIGNELL

Fitness & Wellness Director | Entrepreneur | Strength & Conditioning Coach
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PROFESSIONAL PROFILE

Fitness and wellness leader with 18+ years of coaching experience and 12 years building and operating a CrossFit business. Combines individualized programming, business development, corporate wellness, team leadership, and relationship-centered community building. Experienced with general fitness, strength and conditioning, nutrition guidance, and coaching clients across ability levels.

PROFESSIONAL EXPERIENCE & VENTURES

Founder & Coach | XSV Athletics | Current

Develop individualized strength, conditioning, and lifestyle programs; provide coaching and programming services through an independent fitness business.

Corporate Wellness Leader | DSGN Wellness | Current

Develop corporate wellness and community-focused fitness offerings that connect employee wellbeing, practical coaching, and workplace engagement.

Founder / Program Developer | The Forge SLC | 2026–Present (developing initiative)

Developing a men's coaching and community initiative focused on accountability, connection, and personal growth. Program launch and delivery are not represented as completed.

Personal Trainer & Fitness Professional | Xcel Fitness | 2023–Present

Coach individual clients on strength, fitness, and sustainable behavior change; contribute to client relationships, retention, and fitness programming. Previously held sales responsibilities.

Personal Trainer & Corporate Wellness Coach | Podium, Lehi, UT | 2025–Present

Provided personal training and corporate wellness coaching.

Head Coach / Manager | CrossFit O.U.R. | June–August 2024

Led group and personal training, daily coaching operations, client relations, and individualized progressions.

Owner, Founder & CEO | North Rim CrossFit, Chico, CA | 2012–2024

Founded and operated a community-centered fitness business for approximately 12 years. Led coaching, program design, operations, marketing, and client engagement; coached thousands of individuals over the life of the business.

Wilderness Instructor | Second Nature Wilderness Program, Utah | 2011

Mentored youth participants in an outdoor therapeutic setting; supported safety, group development, and personal growth.

Personal Trainer | In Motion Fitness | May 2008–August 2009

Provided personal fitness coaching and training support.

EDUCATION & PROFESSIONAL DEVELOPMENT

B.S., Psychology — University of Utah, 2012 | Minor: Child Development and Human Studies

Training: CrossFit Level 1; CrossFit Level 2; CrossFit Scaling Course; OPEX Fitness Assessment and Program Design Course. (Current certification status not independently verified.)

ATHLETIC ACHIEVEMENTS

Competitive CrossFit athlete (2011–2019); USA Weightlifting 85 kg class first-place finish; CrossFit world-record event holder (event details to verify).

CORE STRENGTHS

Corporate wellness • Strength and conditioning • Individualized programming • Community development • Client retention • Team leadership • Fitness business operations • Coaching and mentorship