

**Dr. med. Gabriela Kieser**  
**Kieser Training AG, Co-Owner & Chairwoman of the Board**

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**Education profile**

- 1997 – 1998 Rochester-Bern Executive MBA
  - 1992 – 1993 Course of studies at the IFJ (young entrepreneur institute), St. Gallen (CH)
  - 1992 + 1989 Muscular skeletal rehabilitation (MedX), Courses at the University of Florida in Gainesville (US)
  - 1979 – 1985 Medical study, University of Zürich (CH)
  - 1973 – 1979 Matura Type B (classic with Latin), academic high school "Hohe Promenade Zürich" (CH)
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**Professional experience**

- Since 1994 Kieser Training AG
  - Co-Owner & Chairwoman of the Board
  - Manager of strategic projects since 2008
  - Marketing and franchising manager (2004 – 2007)
  - Set up and management of the policy unit (1994 – 2004)
- 1990 – 1994 Setup and management of her first doctor's practice for medical strengthening therapy
- 1983 – 1988 Thesis

**Experience in setting up a doctor's practice but lack of general economic knowledge and team work opportunities**

Gabriela Kieser grew up in a family of business owners and therefore soon got a first taste of the corporate world. During her medical career however, general economic knowledge was missing. She therefore decided to register for the Rochester-Bern Executive MBA Program in 1997.

Gabriela studied medicine at the University of Zurich and worked for four years as an assistant doctor at several clinics. From 1983 to 1988 she wrote on her thesis about postoperative strength training as a rehabilitation method. Two years later, in 1990, she opened her first medical practice for muscular strengthening therapy in Zurich and introduced new rehabilitation machines for muscular skeletal rehabilitation especially for the low back and neck muscles to Europe.

While practicing, Gabriela came to two important conclusions which were crucial for the development of Kieser Training, the company which Gabriela is co-owning today. First, the concept of muscular strengthening therapy proved to work for patients with chronic back pain, and second, synergies between the medical practice and Kieser Training could be affirmed, when located within the same building. Gabriela states: "There is only a short period in our life during our adolescence when we build up our strength. This is followed by a long period of a decline in strength. Between the age of 25 and the day we die, our body loses 30 - 40 % of its muscle mass." and adds "This muscle weakening is connected with chronic back pain, pain in other parts of the muscular skeletal system and osteoporosis". She explains further that what some regard as an ageing process is often just the result of passivity and a lack of exercise. However, movement on its own is not enough to keep the body working properly. The quality of the exercise depends upon the resistance it overcomes". Kieser Training focuses exactly on this problem solution and specializes on preventive and therapeutic strength training.

Today, the company operates more than 150 strength training facilities in 9 different countries with more than 310'000 subscribed customers. Gabriela is a member of the Executive Board of Kieser Training AG since 1994. Since 2008, she is responsible for strategic projects. "The Rochester-Bern Executive MBA Program helped me filling the gap between my medical experience and managing a firm." Gabriela and her studies mates are still in regular contact, besides social events they also meet to discuss their investor group project.



### *Kieser Training profile*

Kieser Training is a specialist in providing personalized solutions - based on health and scientific research - for problems of muscles and bones weakened through lack of use. For more than 40 years, the Kieser Training brand has been synonymous with targeted training for muscle strengthening. By offering a uniform product, high-quality training and therapy machines and operating a successful franchising system, Kieser Training has become a strong international brand. [www.kieser-training.com](http://www.kieser-training.com)

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### *Kieser Training facts & figures*

- **2009** First training facility in Asia
- **2007** 40th anniversary. Presence to eight countries expanded.
- **2006** Signing of master agreement for Spain and Eastern Europe.
- **2005** Signing of master agreement for Australia and New Zealand.
- **2002** Opening of 100<sup>th</sup> facility in Vienna and setting up of Research Department.
- **1995** Start of expansion outside of Switzerland.
- **1990** First practice for Medical Strengthening Therapy in Zurich.
- **1978** Werner Kieser is the first person in Europe to install the then revolutionary Nautilus machines in his training facility.
- **1967** – Werner Kieser sets up his first strength training facility in Zurich.



“When my husband suffered from a boxing accident more than twenty years ago, he focused on training with free weights and recuperated much quicker than prognosticated by doctors. His road to recovery motivated me to research in the field of medical strengthening.”