

Zachary Tobias – ACS 313

Peer Reviewer: Alex Morningstar

### Executive Biography: Craig Benson

Craig Benson serves as an Interim Chief Executive Officer of Planet Fitness. This is one of the largest growing operators of fitness centers in the US. Appointed the role in September of 2023, Benson has years of leadership experience and a strong commitment to the mission of Planet Fitness. Their mission provides an affordable no judgement zone for fitness customers across the United States.

Under the leadership of Benson, Planet Fitness expanded its locations both domestically and internationally, bringing over 2,400 locations. He listened to the needs of the people and continues to maintain the company's core values of community, leadership, and diversity.

Before role as Chief Executive Officer, Benson served the Board of Directors of Planet Fitness starting in 2017, where he was a key asset in leading/ overseeing corporate strategy and financial needs. His understanding of how to run a business, combined with his knowledge of tech, is key to the company's growth. Benson earned his bachelor's degree in finance and MBA from Babson College, a private business school in Wellesley, Massachusetts. Aside from his business career, he is also a philanthropist.