

## Life Time - Video Production | Alicia Ayala

---

You know we talk about it a lot at Life Time, but I don't think people outside of Life Time know this, but we are like a family. It is such an amazing feeling coming here and being a part of this family. My goal, personally, is to inspire and empower as many people as I can in my lifetime.

And working for a company like Life Time allows me to do that. We inspire and empower so many people on a day-to-day basis, with all of our programming, all of the different opportunities that we offer in the club. And so being able to contribute on this greater scale is just amazing and powerful.

I started at the Coon Rapids location. It was presale number 6, club number 6. So I started before we were even a club at that location.

So I started at the front desk, working as a receptionist, worked my way to a front-desk manager, and then ended up coming to corporate, working in technology. I think at that time, I was maybe employee number 5 within technology. And we had very few technology team members at that point. And then I continued to grow with the company and was able to take a position as the IT procurement manager, and then as a project manager.

I left for-- let's see, probably 10 years, worked at a variety of companies in the technology space doing project management as well, and then came back as a project manager, program manager. And now, I've got this amazing opportunity to lead a team, working as the Senior Director of the Portfolio Management office.

And this office is-- we're contributing to the company as a whole, helping the company to deliver on their technology initiatives. And so it's really amazing being able to contribute to the company in that way, starting as a front-desk manager, or a front-desk receptionist, and coming back to the corporate office and being able to contribute on in such an exciting role, and in a group where I get to create and develop. And it's really exciting.

So along the way, I've had a lot of interesting experiences here in working in a variety of positions. It's been wonderful.