



Josh Colten

FOUNDER • OPERATOR • GROWTH STRATEGIST

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POSITIONING

Founder and operator with experience building systems across health, workplace performance, sports engagement, partnerships, sales, operations, and business growth. Known for turning ideas into structure, offers, platforms, and execution.

CORE PROOF POINTS

- Six-figure** business built with UltraLyfe
- 32%** annual revenue increase at Anytime Fitness
- 26%** membership and dues growth impact
- 3** ventures built from concept into operating systems
- Systems** built across health business growth, workplace performance, and sports engagement

VENTURE PORTFOLIO

- UltraLyfe**
Health business platform helping health professionals build, launch, and scale their own practices.
- Brava**
Workplace performance and business health operating system for SMBs.
- Sport Link**
Team-branded fan and partner engagement hub for sports organizations.

OPERATOR SKILL STACK

● Growth Strategy

● Partnership Development

● Leadership & Accountability

● Operations & Execution

● Product & Platform Thinking

● Market Adaptability

EXPERIENCE SNAPSHOT

- **2020 – Present** **Founder & CEO, UltraLyfe**
Built a health professional business platform focused on practice building, client acquisition, systems, and growth.
- **2026 – Present** **Founder & CEO, Brava**
Created a workplace performance and business health operating system for SMBs.
- **2026 – Present** **Founder, Sport Link**
Built a team-branded fan and partner engagement platform for sports organizations.
- **2023 – 2025** **Anytime Fitness**
Strategic partnerships, club management, member experience, local business relationships, and revenue growth.
- **Earlier** **Professional Hockey Player**
Discipline, resilience, leadership, pressure management, and competitive execution.

WHERE JOSH IS STRONGEST

Josh is strongest in environments where something needs to be built, improved, organized, repositioned, or pushed forward — bringing strategy, speed, structure, and execution to ambitious growth opportunities.