

Cameron Lichtwer



With an extensive background in sports such as premiership rugby, hockey, muay thai and jiu jitsu, Cam focused on advanced coaching methodologies, education and partnerships to bring his clients and students the most current and science-based programming to date. Cam has spent the last 6 (of 16) years in the fitness industry developing and presenting workshops as a Pro Trainer with industry organizations such as: CanFIT, BCPTI, New Balance, Hyperice, ViPRPro, 360Athletics, CoreFX, Biosteel, and the South Surrey Eagles Hockey Club.

Coach Cam is dedicated to the progress of his clients as well as the education of current and future trainers. Outside of fitness, Cam has a passion for anything country, or educating and entertaining the masses on his Instagram account @CFTSAthletics.

Gareth Bryson



Gareth began his journey in the fitness industry over 10 years ago. He has been involved in a huge spectrum of training, education, and management positions eventually leading to the creation of Primal Training Systems. He believes in a holistic approach towards training that blends all aspects of lifestyle to create attainable long term change and shocking performance

Certifications/Experience:

- ViPR Pro Coach Educator Designation
- TRX STC Course Educator
- Triggerpoint Therapy Master Trainer

-Hyperice Canada Master Trainer

-CoreFX Master Trainer

-Western Canadian Sales/Education Rep 360 Athletics

-Course Education National Academy of Sports Medicine

-Rocktape Rockblade Advanced Certification

-Escape Fitness Bulgarian Bag Course Educator

-10+ Proprietary Courses

-Trainer 2019 Courage to Come Back Neurophysiotherapy Winner

Chad Benson



Chad Benson MSc, BSc, BPE, CSCS, CanFitPro PTS: Educated at the University of Victoria and Memorial University of NL, Chad is the Director of Education for Innovative Fitness & WRKOUT. Past training experiences include Strength & Conditioning roles with Canada Basketball, the Vancouver Canucks, the Canadian Sport Center, B2Ten & Twist Conditioning. Chad is a TriggerPoint™, ViPRPRO & Bulgarian Bag Master Trainer. He also holds certifications in fitness business, kettlebell, mobility, olympic lifting, myofascial compression, muay thai & kickboxing. Chad is a published

author, an accomplished public speaker, who has developed numerous fitness educational systems. In his spare time Coach Benson enjoys the odd newfie joke, all things country music, fitness, perusing scientific journals, recreational hockey, tennis, and warm weather destinations.