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Star Trac VP Leaves for efi

Aug 5, 2010 2:37 PM, By Stuart Goldman, managing editor

Randy Bergstedt is leaving Star Trac to take over as executive vice president at efi Sports Medicine. Photo courtesy of efi Sports Medicine.

SAN DIEGO -- Randy Bergstedt, vice president of marketing for [Star Trac](#), is leaving the company to become the new executive vice president of [efi Sports Medicine](#), San Diego.

Bergstedt, who will be responsible for product development and marketing at efi effective Sept. 8, spent 12 years at Irvine, CA-based Star Trac, where he helped the company expand into new markets and triple in revenue.

“The addition of Bergstedt to the efi team is a critical step in our growth plans as we strive to expand our product offerings and enter new markets,” Tom Campanaro, CEO of efi Sports Medicine, said in a statement. “His experience and passion for the fitness business will help him hit the ground running and integrate into the fantastic team we already have in place.”

Star Trac has undergone numerous personnel changes in recent weeks. [Steve Nero resigned as president](#) in May, followed by about [100 layoffs](#) that coincided with the company’s consolidation. Last month, Michael Bruno, Land America Health and Fitness Co. owner, [acquired Star Trac](#).

“Randy has been at Star Trac for 12 ½ years, where he was a key contributor to our growth during this time,” Star Trac President Mike Leveque said in a statement. “One of our core values is to develop people, and we are proud to have been part of his professional growth, which has helped him move on to bigger opportunities. The entire Star Trac family wishes him well.”

In addition to efi’s Gravity workout program, which is in more than 200 U.S. cities and 22 countries, efi also has recently unveiled its new dual-ring Total Gym PlyoRebounder as well as a line of vibration training equipment, i-Shape and Zen Pro. efi’s flagship [Total Gym](#) functional bodyweight resistance training equipment has been used in the commercial fitness, athletic training and rehabilitation industries for more than 35 years.

“There are numerous opportunities for growth at efi, and I am excited to be a part of capitalizing on them,” Bergstedt said in a statement. “The Total Gym brand is one of the strongest and most recognized consumer fitness brands in the world, and getting to be a part of writing the next chapter with the owners, Tom and Joy Campanaro, was the catalyst for leaving a great company like Star Trac.”

Bergstedt has more than 20 years of experience in marketing in the sports and fitness industries. In addition to Star Trac, Bergstedt has worked with brands such as Spinning, Major League Baseball, Spalding, Ironman and Budweiser. He graduated with honors with a business degree from Pepperdine University, where he was a member of the 1986 NCAA championship volleyball team.