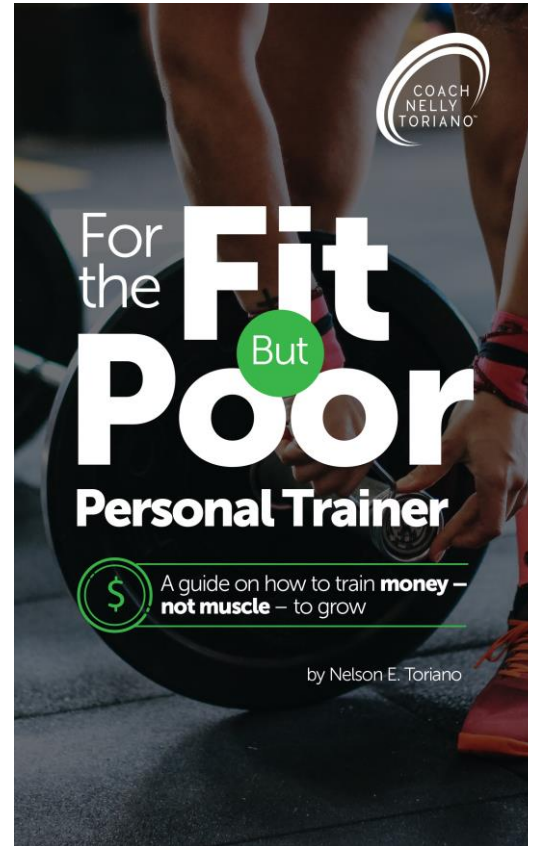


# COACH NELLY TORIANO

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Nelson Toriano is an educator, certified personal trainer (CPT), and author. He started Coach Nelly Toriano, LLC, after determining financial literacy is needed in the fitness industry.

Nowadays, he advocates for personal trainers to not only be effective in their sales, but also be strategic when it comes to managing that revenue. He explains financial concepts using fitness vocabulary.

Nelson is a CPT with the National Academy of Sports Medicine. He also has his Masters in Business Administration from California State University, East Bay and Stanford University Innovation and Entrepreneurship Certificate.

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