

# The Bay

HEALTH CLUB

## MEET OUR PERSONAL TRAINERS



# BRANKO DESCANCIC



## SKILLS

OLYMPIC WEIGHTLIFTING

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STRENGTH AND CONDITIONING TRAINING

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POST REHAB STRENGTHENING

With over 15 years of experience in sports and fitness, my philosophy is centered on lifelong learning to help you enhance your well-being. I provide the knowledge, skills, and support you need to achieve a healthier, more fulfilling life.

## CERTIFICATION



University of Sports Science and Physical Education

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REPS Level 3 Certified Personal Trainer

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CrossFit Level 2 Certificate

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Rehab Master Certificate

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Active IQ Level 3 Personal Trainer

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HBX Boxing Certified

“WHERE STRENGTH  
MEETS PURPOSE.”

BRANKO DESCANCIC

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# JACK COOK



## SKILLS

BODYBUILDING

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MUAY THAI

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FAT LOSS

With over 9 years of experience as a personal trainer in both Kuwait and the UK, I bring a diverse and in-depth understanding of fitness, strength training, and overall wellness. My approach focuses on providing clients with the knowledge, motivation, and support they need to achieve lasting results and a healthier lifestyle. Through personalized programs and professional guidance, I aim to help individuals build strength, confidence, and sustainable habits that enhance both body and mind.

## CERTIFICATION



ISSA Level 2

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ISSA Level 3 Personal Training

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ISSA Nutritionist

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Les Mills Body Combat

“PUSH BEYOND POSSIBLE.”

JACK COOK

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# KRISTOPHER DE LA CRUZ



## SKILLS

MUSCULAR HYPERTROPHY

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HIIT TRAINING

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NUTRITIONAL COACHING

With over 11 years in the fitness industry, I've dedicated my career to helping people unlock their potential, build confidence, and transform their bodies and minds. My mission is to guide, motivate, and educate, because real progress comes from consistency, not perfection.


## CERTIFICATION

-  Level 3 Personal Trainer


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-  Level 2 Fitness Instructor

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-  Level 1 Applied Nutrition Coach

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-  TRX/Vipr/KB Basics

“TRANSFORM YOUR MIND.  
TRANSFORM YOUR BODY.”

KRISTOPHER DE LA CRUZ

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# MARK ISRAEL



## SKILLS

OBESITY AND DIABETES SPECIALIST

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BOXING/KICKBOXING

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STRENGTH AND CONDITIONING TRAINING

For the past 15 years, I have been deeply committed to coaching, with a focus on mindset and fitness. My mission is to empower others to grow, take action, and recognize their inner strength—because lasting transformation begins from within. I believe that consistent, small efforts create a foundation for a life rooted in strength, balance, and self-confidence.

## CERTIFICATION

-  Bachelor's Degree in Nursing
-  Level 4 Certified Personal Trainer
-  TRX Suspension/VIPR Trainer Certified
-  Performance Boxing Instructor/Boxercise Certified
-  Olympic Weightlifting Level 1 Certified
-  Rehabilitation Express Trainer Certified

“TRAIN DIFFERENT.  
LIVE STRONG.”

MARK ISRAEL

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# POORI MIRHOSEINI



## SKILLS

RUNNING PERFORMANCE & TECHNIQUE

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POSTURE CORRECTION & MOBILITY

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FUNCTIONAL STRENGTH TRAINING

I help people build lasting strength and endurance through mindful, functional movement that supports their everyday life. Drawing on more than five years of experience, my training blends mobility, stability, and performance work to build capable, confident, and resilient bodies. I see fitness as a continuous process of discovering what your body can do and how strong you can become.

## CERTIFICATION



ISSA Certified Personal Trainer

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ISSA Certified Nutritionist

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ISSA Strength & Conditioning Specialist

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ISSA Running Coach

“BUILDING RESILIENCE  
THROUGH MOVEMENT.”

POORI MIRHOSEINI

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# SHANE ALTO



## SKILLS

MUSCLE HYPERTROPHY

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CONTEST PREPARATION


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NUTRITION PLANNING


With 19 years of experience in the fitness industry, I am a results-oriented and passionate REPs Level 3 Certified Personal Trainer dedicated to helping clients achieve peak performance, optimal health, and long-term physical well-being. My approach combines scientific knowledge, practical experience, and individualized coaching to deliver sustainable and measurable results.

I also specialize in contest preparation for Men's Physique bodybuilding, guiding athletes through every stage of their journey – from off-season development to stage-ready conditioning. My programs emphasize physique balance, muscle definition, posing presentation, and evidence-based nutrition tailored to competition requirements.


## CERTIFICATION

-  REPs Level 3 Certified Personal Trainer


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-  AMCA Certified Nursing Aide

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-  Rehab Movement Certified Specialist

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-  CPR and First Aid Certified

“STRONGER EVERY DAY.”

SHANE ALTO

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# STANIMIR



## SKILLS

BODY TRANSFORMATION

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STRENGTH & CONDITIONING

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FUNCTIONAL TRAINING

With over 15 years of experience, Stanimir focuses on delivering results across a range of goals – from building strength and enhancing overall and sport-specific performance, to achieving aesthetic transformations. His approach combines structured training, technical precision, and methodical progression with strong emphasis on mental resilience, discipline, and mindful awareness.

## CERTIFICATION

-  University of Sports and Physical Education
-  HYROX Foundation Course
-  ASCA Level 1 Strength & Conditioning
-  IUSCA Level 1 Certificate in Strength and Conditioning

“PROGRESS OVER  
PERFECTION”

STANIMIR

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