



# ABOUT NASM®

## OUR STORY

For over 35 years, the National Academy of Sports Medicine® (NASM®) has earned its reputation as the gold standard in fitness education with best-in-class programs in personal training, nutrition coaching, sports performance and more.

## MISSION

NASM® provides world-class fitness professionals with the knowledge and tools to transform lives. We help personal trainers, their clients and anyone with a passion for fitness achieve success.

## WHAT MAKES US UNIQUE?

At NASM® we have over three decades of experience providing the best certifications in the fitness industry. We have earned an impeccable reputation for science-based strategies and learning innovations that are unparalleled.

- Our proprietary Optimum Performance Training® OPT™ Model provides a systematic and powerful step-by-step method for both trainer and trainee that can be applied to anyone at any age.
- Gym owners and operators prefer NASM® certifications over all other providers.\*
- More than any other certification provider, NASM® trainers and specialists are working at every level of amateur and professional sports, from little league to major league.



**1,400,000**

Fitness Professionals Educated



**100+**

Countries around the globe  
with NASM Trainers



**35+**

Years of fitness  
training experience

\*Results of study conducted by MarketLab, a third-party researcher, in May-June 2016, sampling U.S.-based Club Managers.

