

Jay Cardiello Biography

Jay Cardiello is a globally-recognized fitness and nutrition expert, a personal trainer to celebrities, a contributor to leading media outlets and a published author. He is the Editor-at-Large of *Shape* for which he has a monthly magazine column and a weekly blog on *Shape.com*, a regularly featured expert for *Men' Fitness*, a *Huffington Post* blogger, and a monthly guest on Sirius Radio's *Martha Stewart The Fit Club*. Jay is the founder of JCORE which offers his three-level wellness program: the JCORE Accelerated Body Transformation system, the JCORE dietary supplement range and the JCORE diet and healthy lifestyle plan.

Hollywood's heaviest-hitters, chart-topping Grammy winners, TV personalities and top-ranked athletes flock to Jay to get in the best shape of their lives – and what they get is an unmistakably unique and personalized regimen incorporating physical, emotional, nutritional and mental wellness techniques. Through JCORE, Jay brings that same experience to everybody.

Jay developed the JCORE system of conditioning and training, which synergistically combines incredibly effective cardiovascular, strength, agility and core balance exercises that rapidly transform the body to burn fat and tone faster. Jay's JCORE Accelerated Body Transformation System totals only 8 hours over forty days, while most programs require 7 hours for just one week. Jay conceived the principles of the system when he developed his own program to rebuild his body after suffering an athletic career-ending spinal injury that required 13 major surgeries.

“Change your life, not your lifestyle” is Jay's mantra and the theory behind all exercise methods, products and information that he delivers. He is celebrated for his no-fail workouts for the time-crunched – 20-minute workouts that require no equipment or weights.

A sports enthusiast, Jay was a talented athlete growing up and upon graduating from the prestigious College of William & Mary, he launched his career in professional athletics. He began in the strength and conditioning program for the Tampa Buccaneers and went on to coach leading teams and athletes in the MLB, AFL, XFL, UFC, MMA and WCB. Jay was then recruited as a personal trainer and nutritionist for one of the biggest names in music and has worked with stars of the film, TV, music and modeling industries ever since. Working with busy stars in trailers and hotel rooms presented Jay the challenge of creating exercise programs suitable for small spaces and limited time, a challenge that led to his current training model.

Jay is certified by the National Strength and Conditioning Association, the International Sports Sciences Association and is a member of IDEA Health and Fitness Association. He has been featured on The Today Show, Good Morning America, MTV, The Real Housewives of New York and in Self, Elle, The New York Times, Details, Women's Health, ESPN and OK among countless others. He has authored a book which will be published through Rodale in May 2012.