

FUEL BUILDERS Team

Our team has robust experience and an intimate understanding of the corporate environment and the associated stress on the professional mind and body. Building on this insight and our deep roots in the fitness world, we create programs that fuel energy and engagement, build physical and mental strength and endurance, improve performance in the workplace and help professionals avoid the dangers of prolonged sitting that naturally come as part of their jobs.



Steve Naturman

Steve Naturman is co-founder of Atlanta-based FUEL BUILDERS, a consultancy whose mission is to use fitness and nutrition to increase energy in the workplace, and to offset the dangers of prolonged sitting, which is typical for many professionals.

Steve is also the owner of Attitude Fitness, a boutique gym that specializes in innovative group fitness and personal training.

Steve opened Attitude Fitness in 2009 after many years managing recreation and fitness programs at other facilities. He provides group fitness, personal training and nutrition consulting services to clients of all fitness levels and ages. Steve's fitness philosophy is to always innovate in order to keep exercise challenging, fun and accessible. Steve's approach to fitness has resulted in an extremely loyal client base that has predominantly been with him throughout the last



Julie Crow

Julie Crow is co-founder of Atlanta-based FUEL BUILDERS, a consultancy whose mission is to use fitness and nutrition to increase energy in the workplace, and to offset the dangers of prolonged sitting, which is typical for many professionals.

Julie also founded and leads Interplay Consulting, a business growth strategy and brand development firm.

Prior to becoming an entrepreneur, Julie spent nine years at Turner Broadcasting in leadership marketing positions at TBS, TNT and Turner South, three of the country's highest profile networks. While at Turner, Julie led the marketing efforts for a wide variety of program genres including original movies, theatrical movies, sitcoms and documentaries. Before working at Turner, Julie worked at the New York headquarters of Colgate Palmolive and Estee Lauder. During her tenure, Julie managed the marketing and advertising efforts for a variety of

decade.

signature Colgate and Estee Lauder brands.

Steve, a long-time sports enthusiast, has enjoyed working with several National, Olympic and Professional athletes, incorporating all aspects of their training regiments from pre-season conditioning to post-season conditioning and recovery. Since moving to the U.S. from South Africa in 1994, he has competed in a number of triathlons as part of the Subaru and PT Solutions Racing teams.

Julie's passion for fitness and years of experience in the Corporate world were significant points of inspiration for the creation of FUEL BUILDERS.

Julie graduated magna cum laude from Boston University with a degree in psychology. She lives in Atlanta with her husband and two sons.

Steve's 20 years of combined experience as an athlete and fitness business owner sparked the idea for FUEL BUILDERS.

Steve lives in Atlanta with his wife and four children.