



Rob Barker Managing Director, Precor & Cardio Theater, EMEA & APAC

Rob is the Managing Director of Precor and Cardio Theater for Europe, the Middle East, Africa and Asia Pacific.

A Sports Science and Business Studies graduate of Nottingham Trent University, Rob has previously managed a number of multi-sport local authority leisure sites, and has also overseen the development of new lottery-funded fitness and sports facilities.

Rob currently chairs the Forum for Exercise Equipment Suppliers (FEES) – an FIA forum and working group that enables leading exercise equipment suppliers to discuss and share best practice on a range of prominent industry issues, such as health and safety regulations, IFI accreditations, Public Relations and the FIA Vanguard initiative. Rob and the fellow members of FEES are committed to supporting the FIA and all operators in promoting the goal of ‘more people, more active, more often’, and as such the Forum fund a number of key campaigns and initiatives which serve this objective.

In his spare time, Rob is a keen tri-athlete, and has a passion for making health and fitness engaging for all sectors of society.