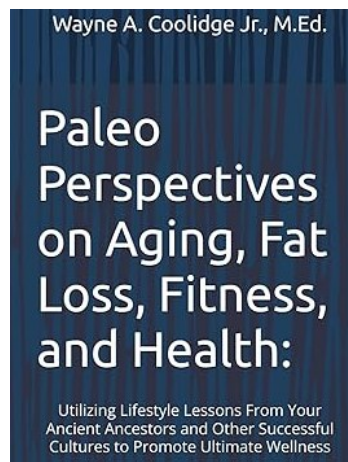


Biography - Wayne Coolidge Jr., M.Ed.



Wayne's 41-year career is highlighted by his ability to provide the motivation and skills for people to thrive in life. As an innovative health promotion scholar-practitioner, author, and speaker, he specializes in designing lifestyle-optimization strategies that result in anti-aging, chronic disease prevention, nutritional health, fat loss, and fitness. Additional areas of expertise include public health, corporate wellness, and paleoanthropology related to current human health status. His unique professional strength is his ability to consult across multiple health/wellness disciplines simultaneously.

Wayne has pioneered the concept that "mimicking lifestyle characteristics of ancient cultures and our Paleolithic ancestors' results in health-enhancing genetic expression, leading to healthy aging and ultimate wellness." Wayne has served more than 1,600 individuals as a personal trainer and health/wellness practitioner, accounting for more than 37,000 hours of direct one-on-one client contact. He has authored numerous publications, including 3 books.

<http://www.amazon.com/author/waynecoolidge>

Wayne has earned certifications from the National Academy of Sports Medicine (CPFT designation) and the National Commission for Health Education Credentialing (CHES designation).

Wayne's original corporate health and sports science/personal training company, Flex'Time, recently known as Fit Central, was based out of Charlotte, North Carolina, and closed in 2024 after 32 years of continuous service as the region's premier health and fitness consulting company.

In 2000, Wayne moved to Alaska to consult for the Alaska Club and to research Paleolithic Anthropology. He transitioned to the Alaska Division of Public Health, where he joined the Office of Community Health and Emergency Medical Services as the Cardiovascular Health Program Manager. He then returned to the Carolinas and created Primal Force, a comprehensive training and sports science center.

Wayne currently dedicates 41 years of knowledge and experience to his position as owner of Wayne Coolidge Health Promotion, creator of Paleo Prescriptions for Aging, Fat Loss, Fitness, and Health, a video blog designed to support his latest book, and as co-founder of Shield Maiden Life LLC, with partner Kim Rodes

Education:

University of North Carolina at Charlotte - Master of Education (M.Ed.), Kinesiology and Health Promotion

University of Vermont - Bachelor of Science (B.S.), Health Education, minor in Sciences

Career Highlights of Note:

Founder **Wayne Coolidge Health Promotion**, a consulting firm specializing in lifestyle optimization, anti-aging, nutritional health, fat loss, fitness, and toxic burden avoidance. www.waynecoolidge.com

Creator “Paleo Perspectives,” an ancestral health-themed wellness-supporting Video Blog. https://www.instagram.com/paleo_perspectives/

Co-Founder of Shield Maiden Life, LLC, with partner Kim Rodes, a training academy designed to promote health, strength, growth, and women's empowerment. Shield Maiden Life courses and trainings are based on the lifestyle characteristics of our ancient ancestors and Scandinavian culture www.shieldmaidenlife.com

Co-owner and product formulator, **VITAL SURGE**, wellness and longevity-enhancing nutraceutical.

Founder and owner, **Primal Force Health and Sports Science Center**.

Senior Product Specialist and Weight Loss Program Director, **X-B Fit Energy**.

Alaska Cardiovascular Health Program Manager, **Alaska Department of Public Health**, Division of Community Health and Emergency Medical Services.

Substance Abuse Educator, Prevention Specialist, **Center for Prevention Services** Charlotte, NC.

Founder and owner **Flex'Time Personal and Corporate Health/Fitness Consulting** closed in 2024 after 32 years of continuous service as “Fit Central” at Dowd YMCA in Charlotte, NC.

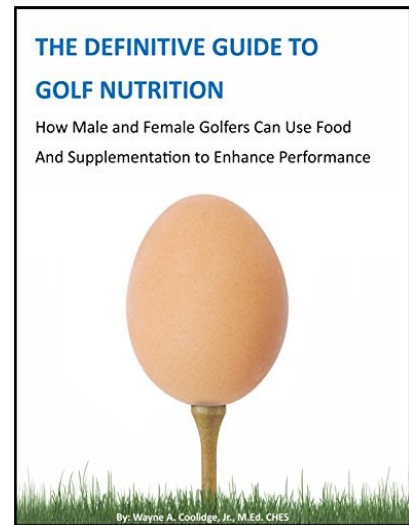
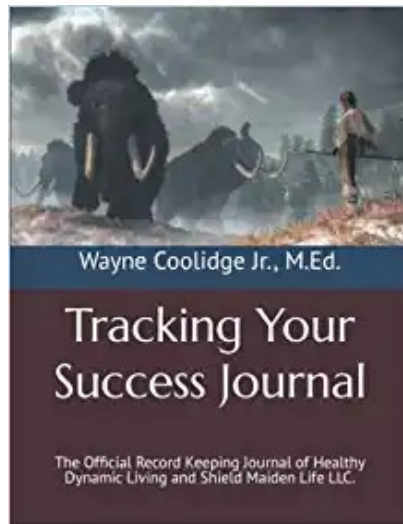
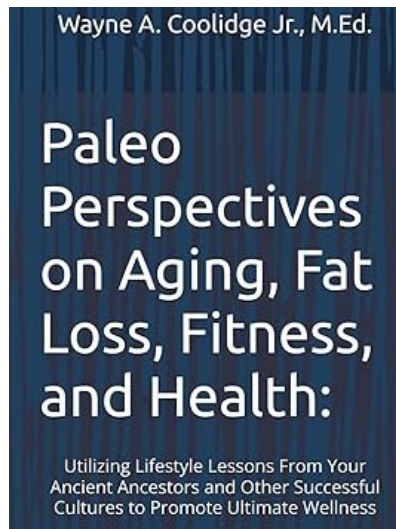
Health Science Editor and contributor, **North Carolina Sports & Fitness Magazine**.

Adjunct Professor of Health Education, **University of North Carolina at Charlotte**.

Managed the inaugural **Vermont State Employee Wellness Program**.

Created and managed **The Merchants Bank Wellness Program**, the first comprehensive Corporate Health/Fitness program/facility in the State of Vermont.

Trainer, nutrition/supplement specialist, and bodybuilding coach, **Gold's Gym of Vermont** (1983).



Books by Wayne - Author Bio. <http://www.amazon.com/author/waynecoolidge>

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