

## New Jabz Boxing president plans responsible growth

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Danielle Scott is the new president of Jabz Boxing, a full-body circuit workout that uses boxing-inspired exercises designed for women. Scott, who worked at HES Holdings, Zippy Shell and Patrice & Associates Franchise, will lead development and management of franchise operations, corporate growth, marketing and profitability at Jabz.

Based in Scottsdale, Arizona, Jabz was founded by Len Hayko Jr. and Kimberlee White, who began franchising in 2013.

“The co-founders of Jabz left us a terrific blueprint on how to create Jabz across the country,” Scott said. “We are poised for growth.”

Jabz has more than 20 locations and is targeting cities such as Dallas/Fort Worth, Denver, Nashville, Las Vegas and Miami.

“The pace and speed at which we want to grow will be one of the challenges,” Scott admitted. She’ll be keeping her eye on that “and making sure we grow responsibly and not too quickly, being selective and making sure we put the right franchisees in our market.”

Scott has plans to develop additional programs for franchisees to bring in revenue, such as “Jabz Junior,” a workout program for girls ages 8-14, which they also hope to bring to summer camps and homeschool programs.

Jabz also partners with women’s empowerment programs such as Girls on the Run, a national nonprofit that seeks to help girls build confidence through running and learning critical life skills.

“We’re very supportive of young women in fitness and empowering their minds and getting their bodies strong,” Scott said.



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